

ARCHIE
SERIES

NO.4
FEB.

75¢

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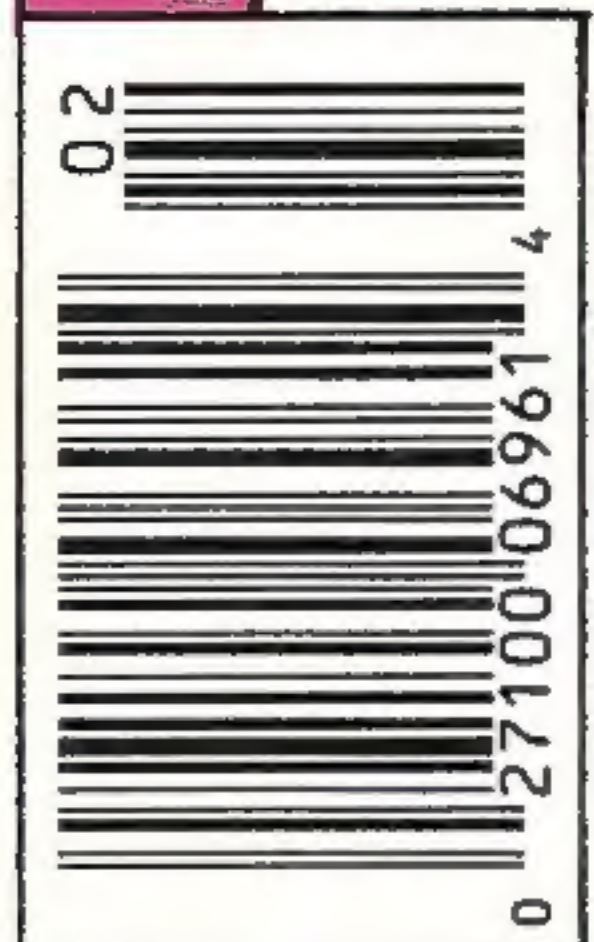
06961
CMM

Jughead

THANKS,
SANTA, FOR
MAKING THIS THE
BEST CHRISTMAS
EVER!!



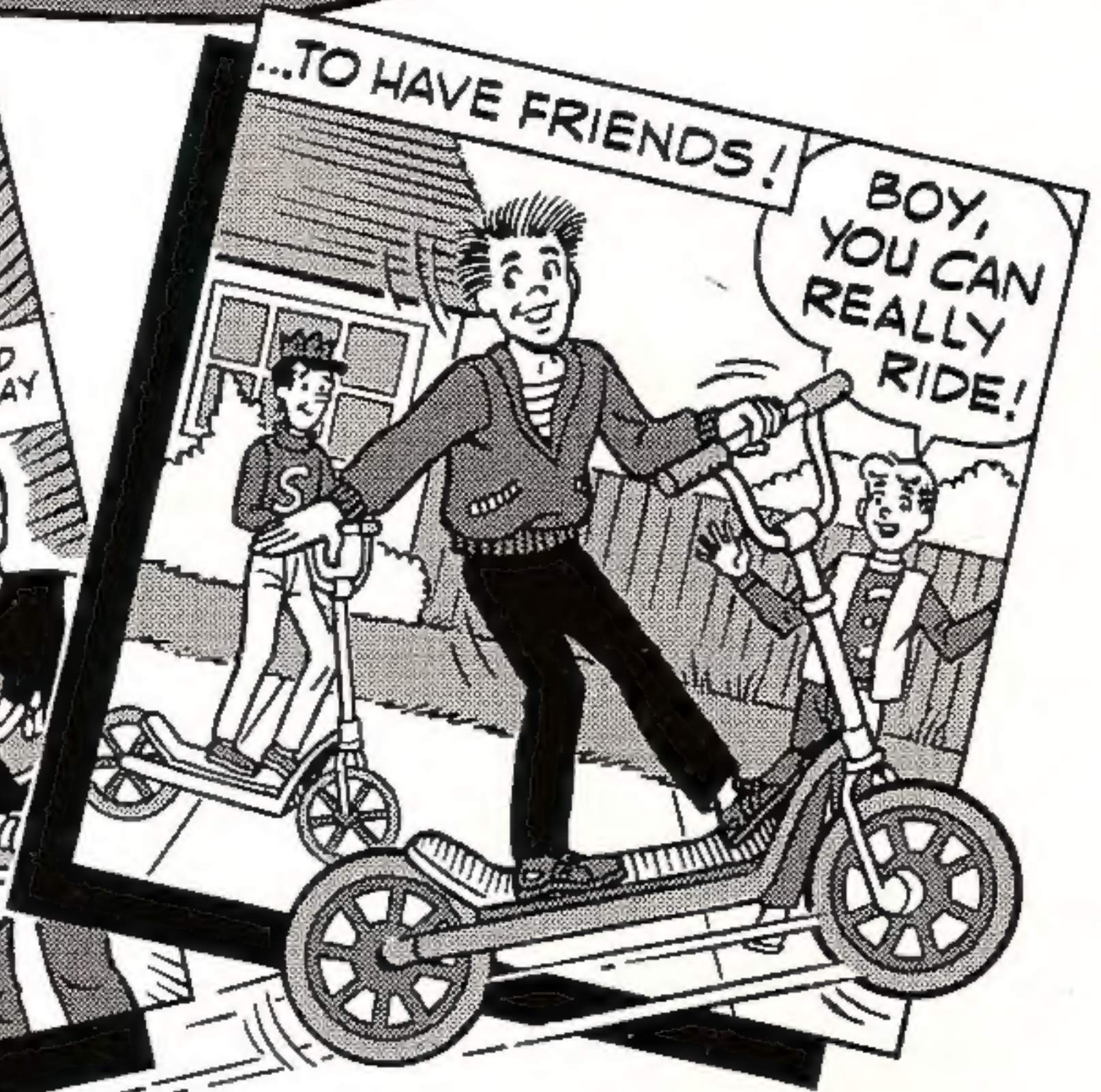
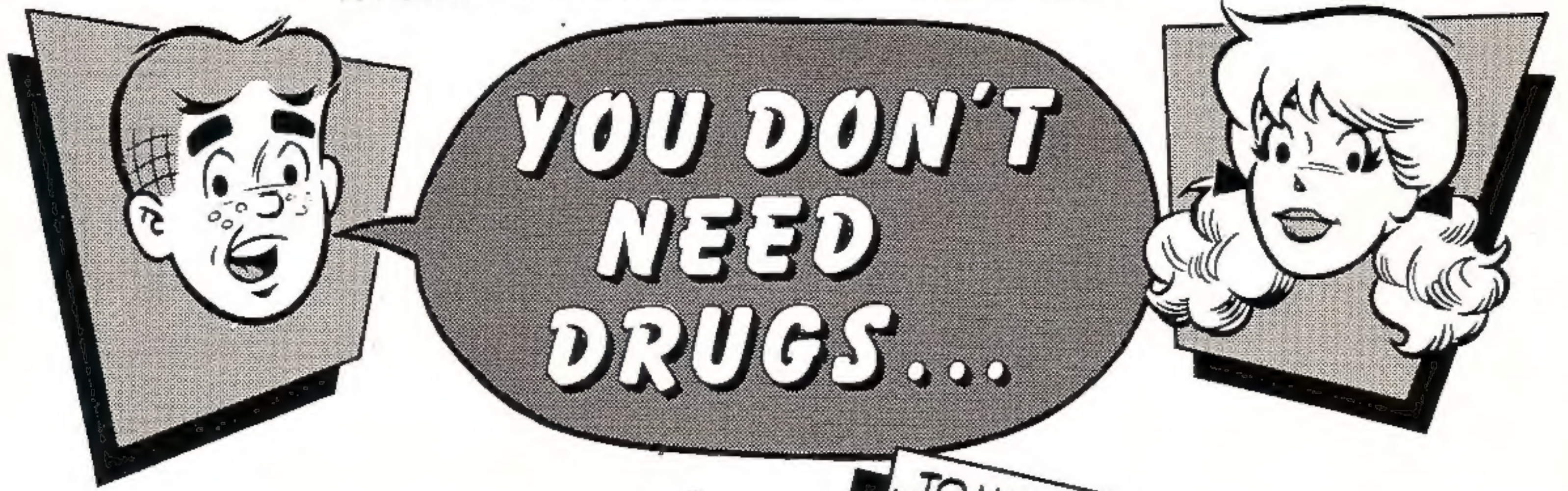
R.W. LINDSEY



Archie comics
45TH
ANNIVERSARY!
45 YEARS OF GREAT
COMIC ENTERTAINMENT



SEE
"THE NEW ARCHIES
SATURDAY MORNINGS
ON NBC-TV!"



**RISE TO THE
TOP WITHOUT
DRUGS!
SAY "NO"
TO DRUGS!**

"TIS THE SEASON!"

Story:
ROD OLLERENSHAW

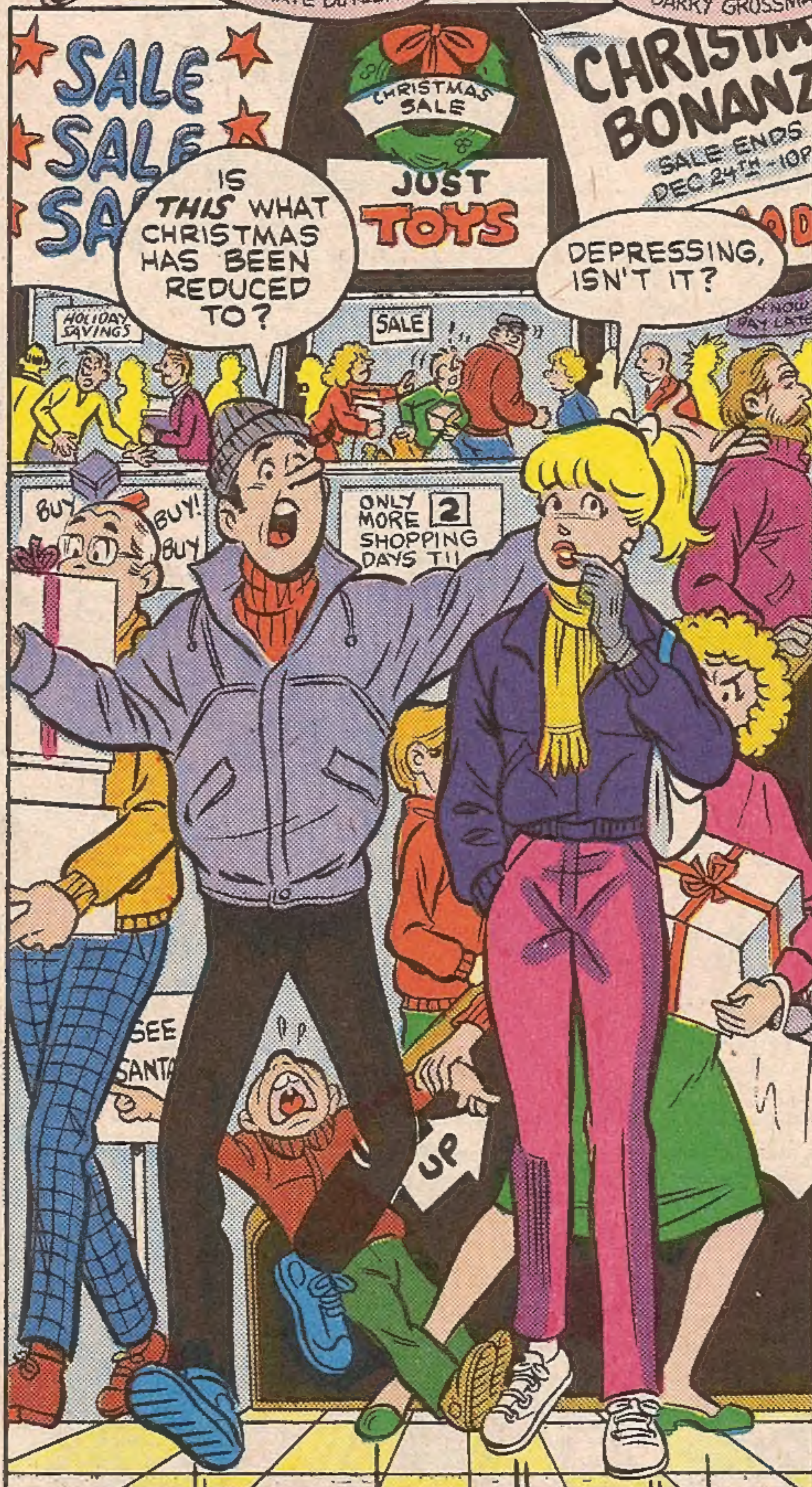
Penciling:
NATE BUTLER

Rendering:
TOM MOORE

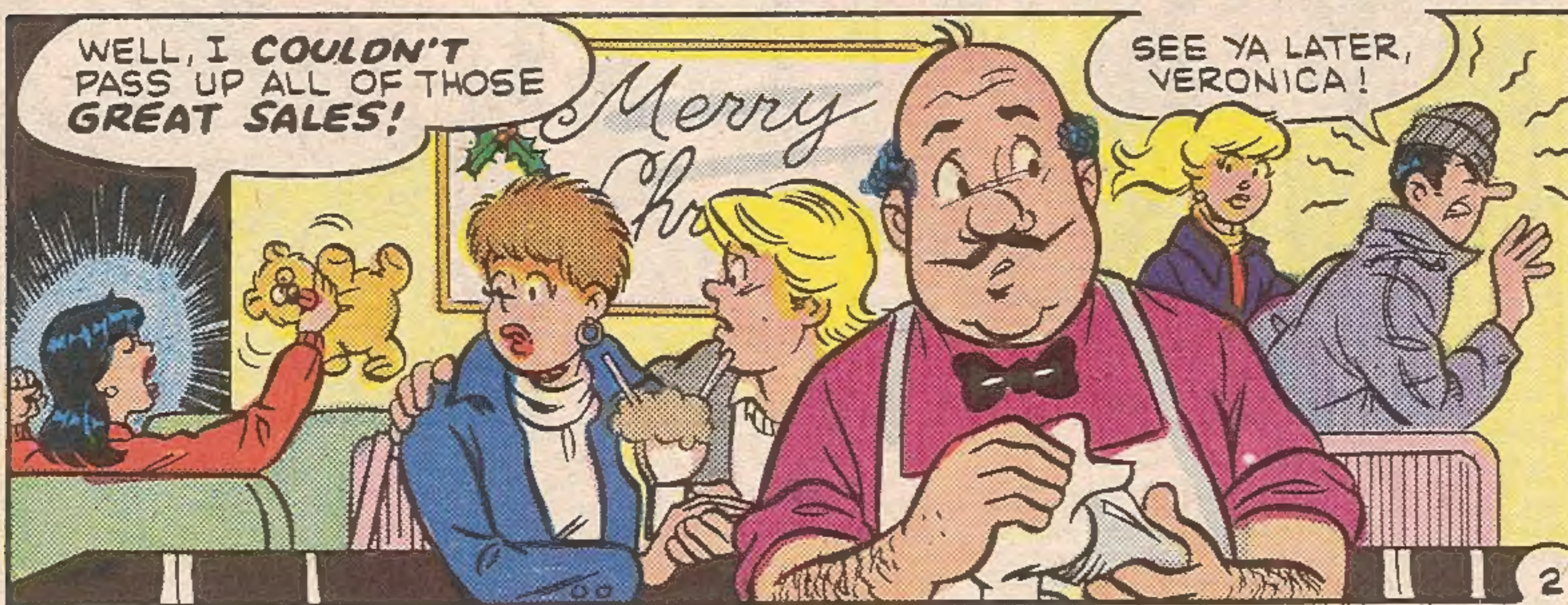
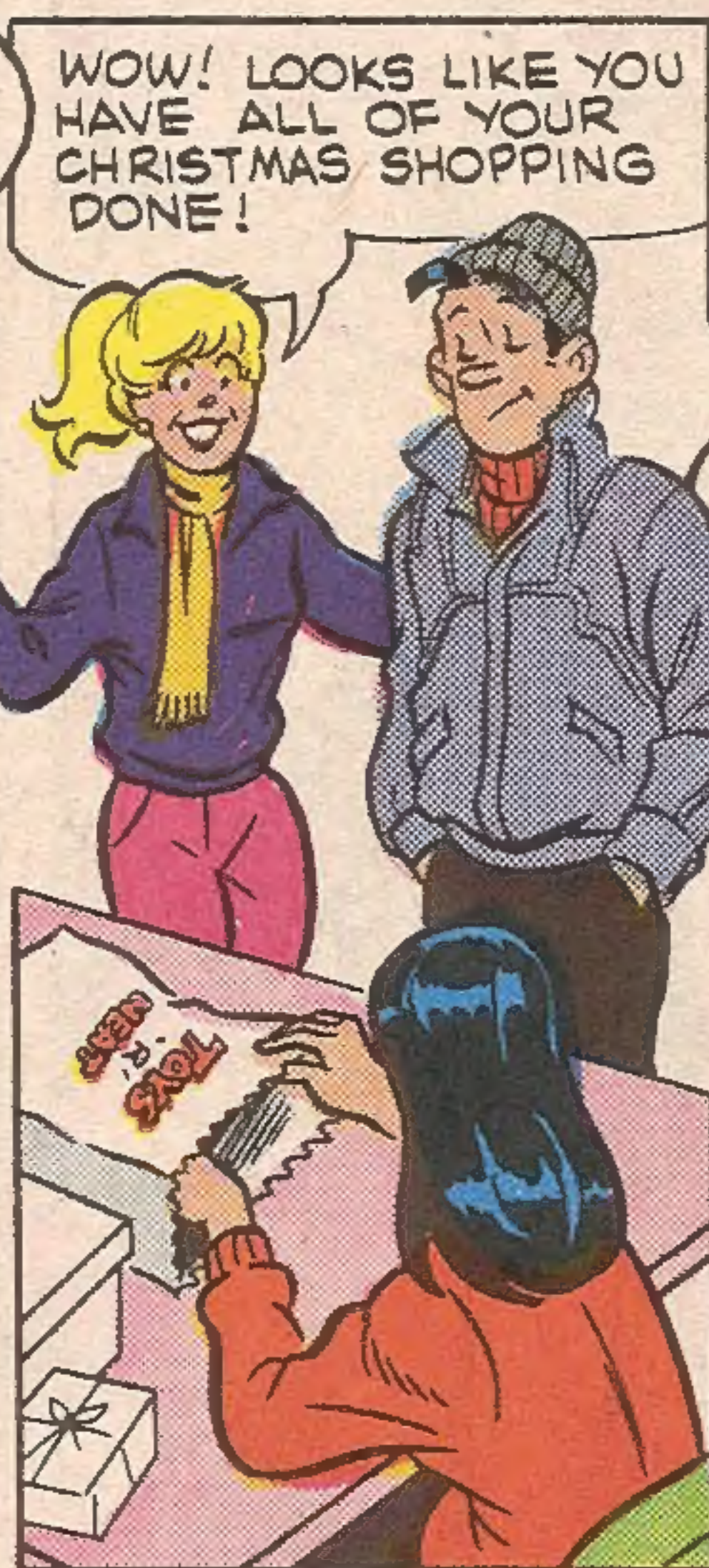
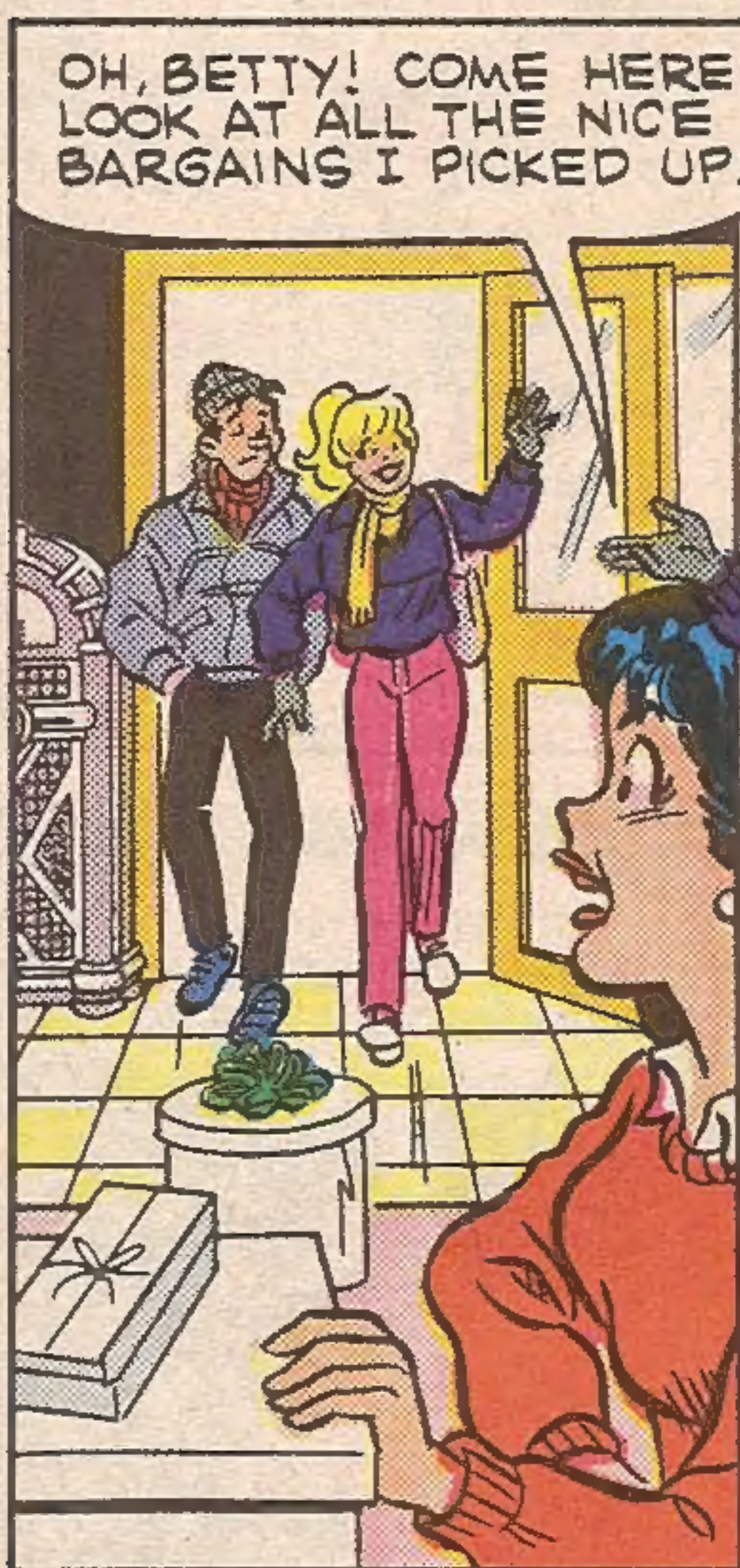
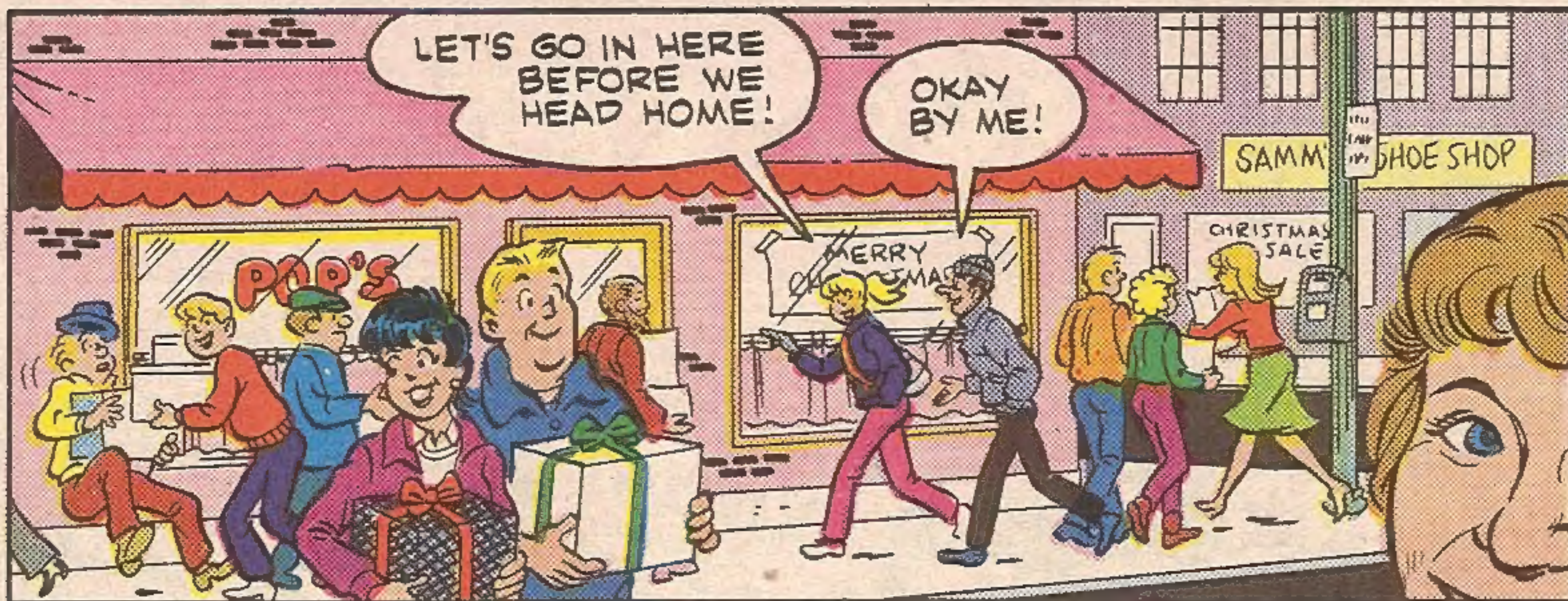
Coloring:
BARRY GROSSMAN

Editing:
VICTOR GORELICK

Editor-in-Chief:
RICHARD GOLDWATER



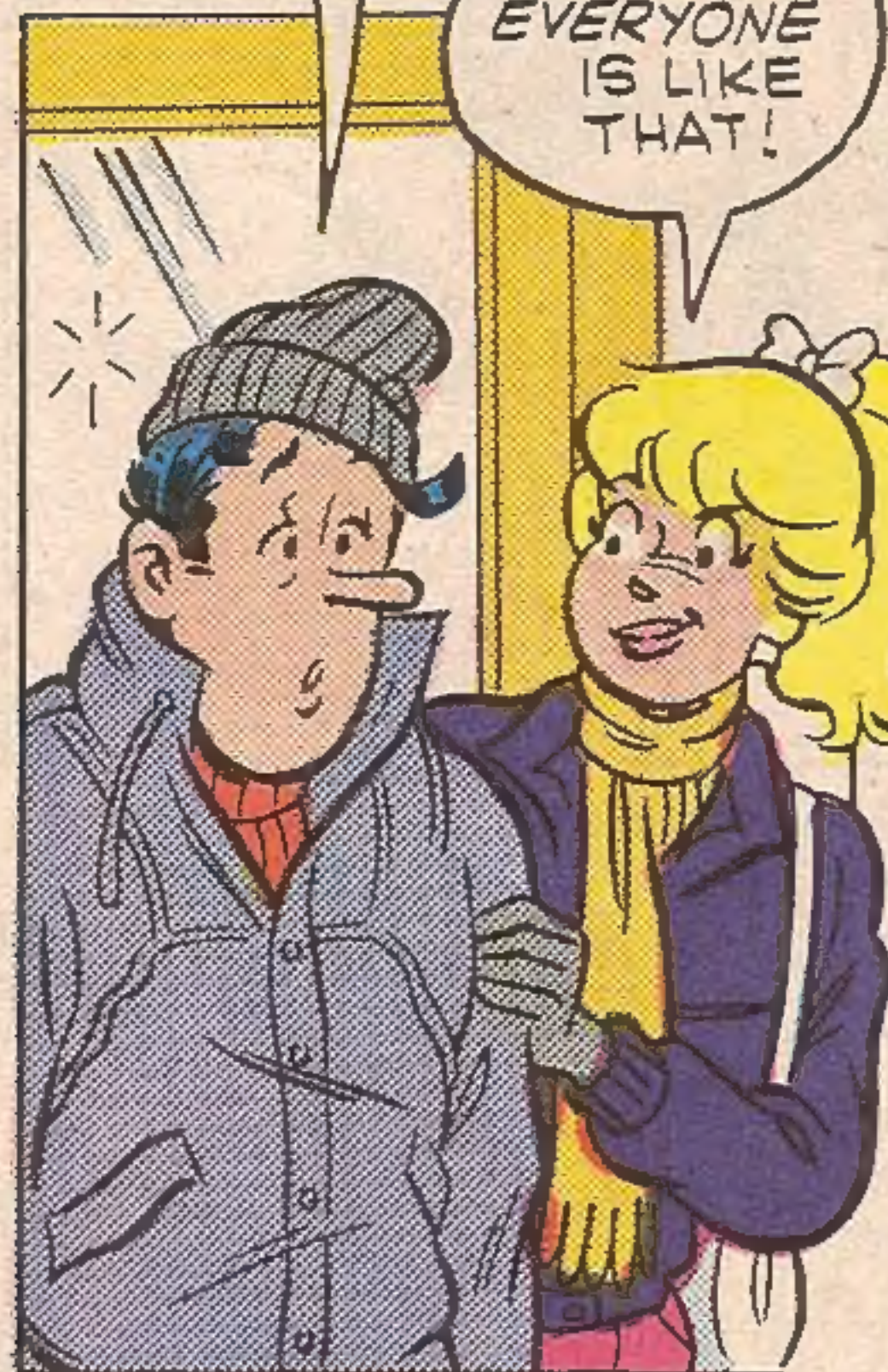
JUGHEAD (USPS-286380), Vol. 2, No. 4, Feb., 1988. Published 6 times a year in Feb., April, June, Aug., Oct. and Dec. by Archie Comic Publications, Inc., 325 Fayette Avenue, Mamaroneck, N.Y. 10543. Richard H. Goldwater, President and Co-Publisher, Michael I. Silberkleit, Chairman and Co-Publisher. Archie characters created by John L. Goldwater. All rights reserved throughout the world. Printed in U.S.A. Copyright © 1987 by Archie Comic Publications, Inc. Price, 75¢ per copy in the U.S.; 95¢ in Canada. Foreign, 95¢ plus 30¢ postage and handling. Subscription rate: U.S., \$4.50 for 6 issues; Canada, \$5.70; Foreign, \$7.50. All Canadian and Foreign Postal Money Orders must be payable in U.S. currency, or by International Money Order. All subscriptions include postage and handling. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever. No actual person is named or delineated in this fiction magazine. Second Class Postage paid at Mamaroneck, N.Y. and at additional mailing offices. Title registered in U.S. Patent Office. POSTMASTER, send address changes to JUGHEAD c/o Archie Enterprises, Inc., 325 Fayette Ave., Mamaroneck, N.Y. 10543.



NOW I'M **REALLY** DISILLUSIONED!

I'VE JUST MET THE "SHOPPER OF CHRISTMAS PRESENT"!

NOT EVERYONE IS LIKE THAT!



I MEAN, LOOK !! IT'S PROBABLY NOT EVEN GOING TO **SNOW** FOR CHRISTMAS!



WHAT'RE YOU LOOKING FOR, NEEDLENOSE? .. SANTA CLAUS TO COME OUT OF THE SKY?



FINE; WISE GUY! WHAT ARE **YOU** DOING THIS CHRISTMAS SEASON?



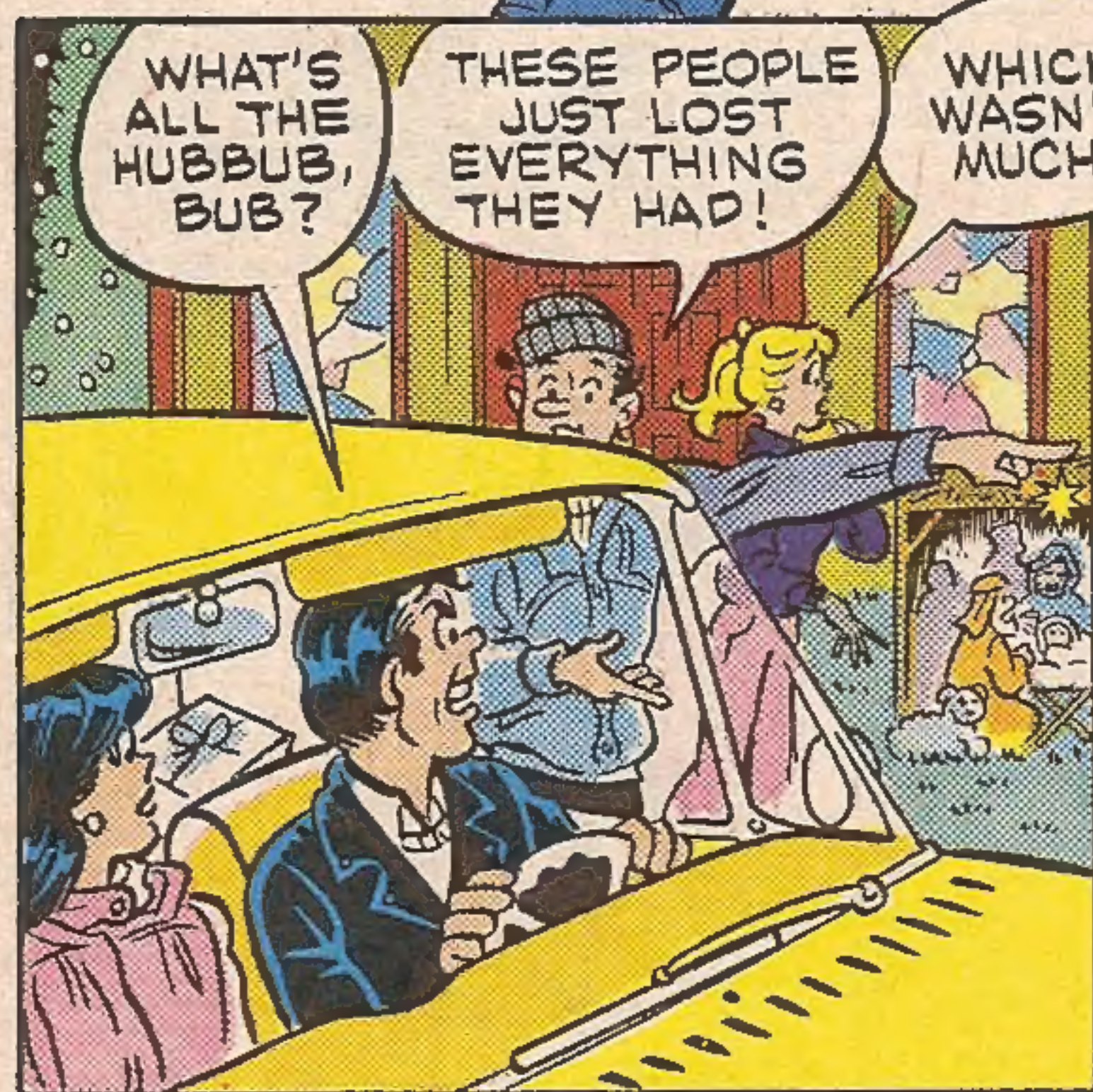
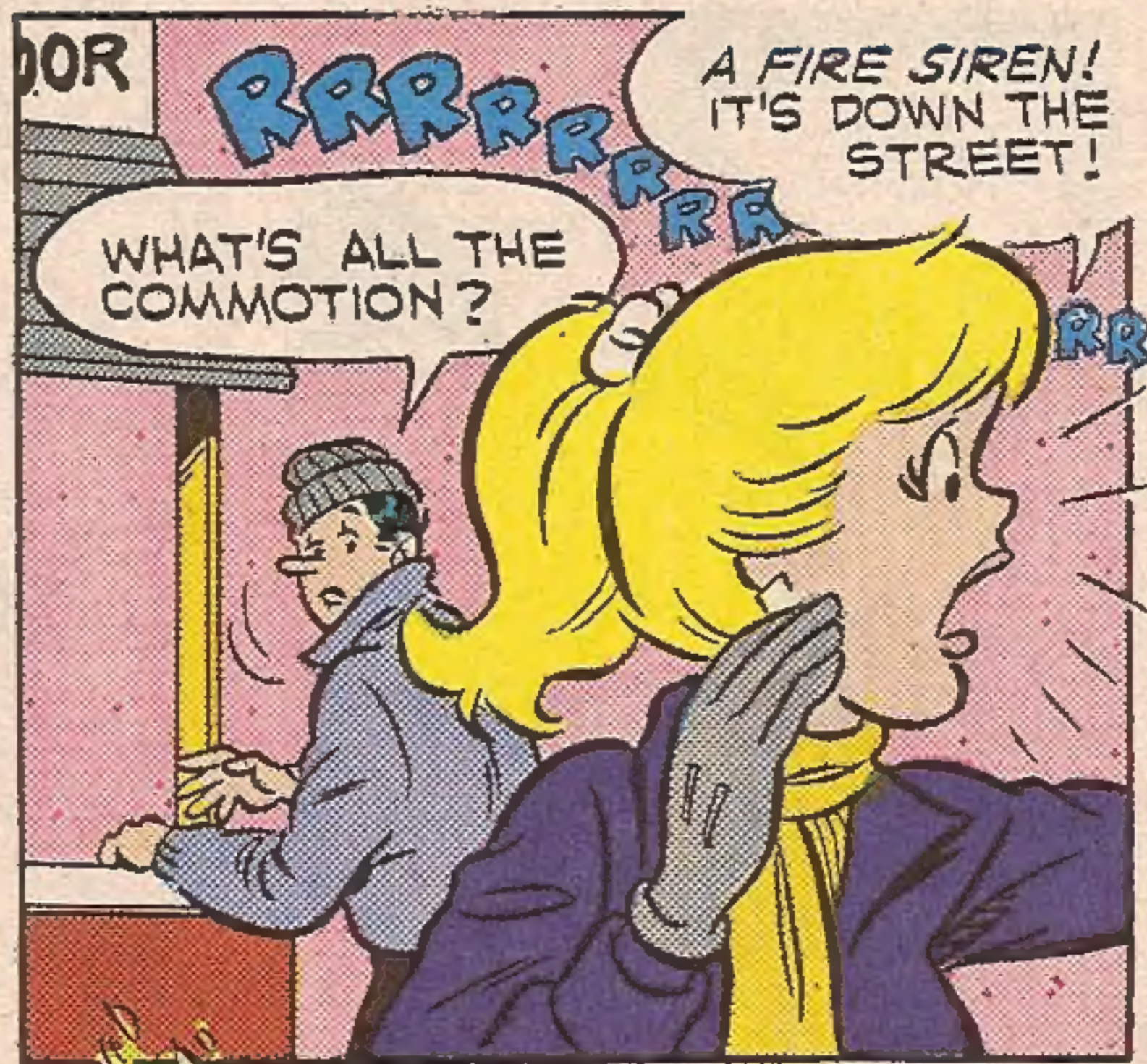
.. BUYING GIFTS FOR SOME PEOPLE WHO ARE IMPORTANT TO ME!

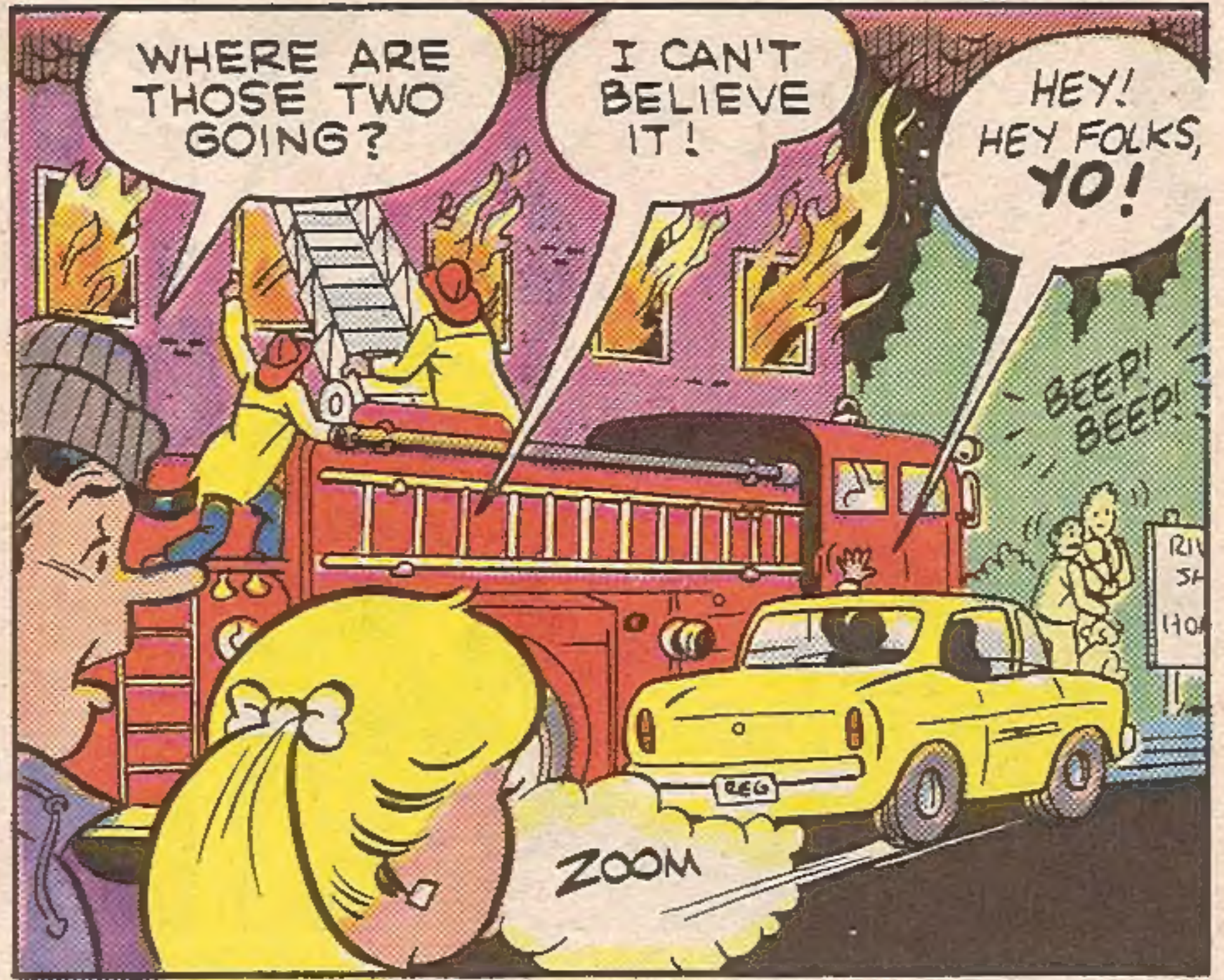
REALLY?

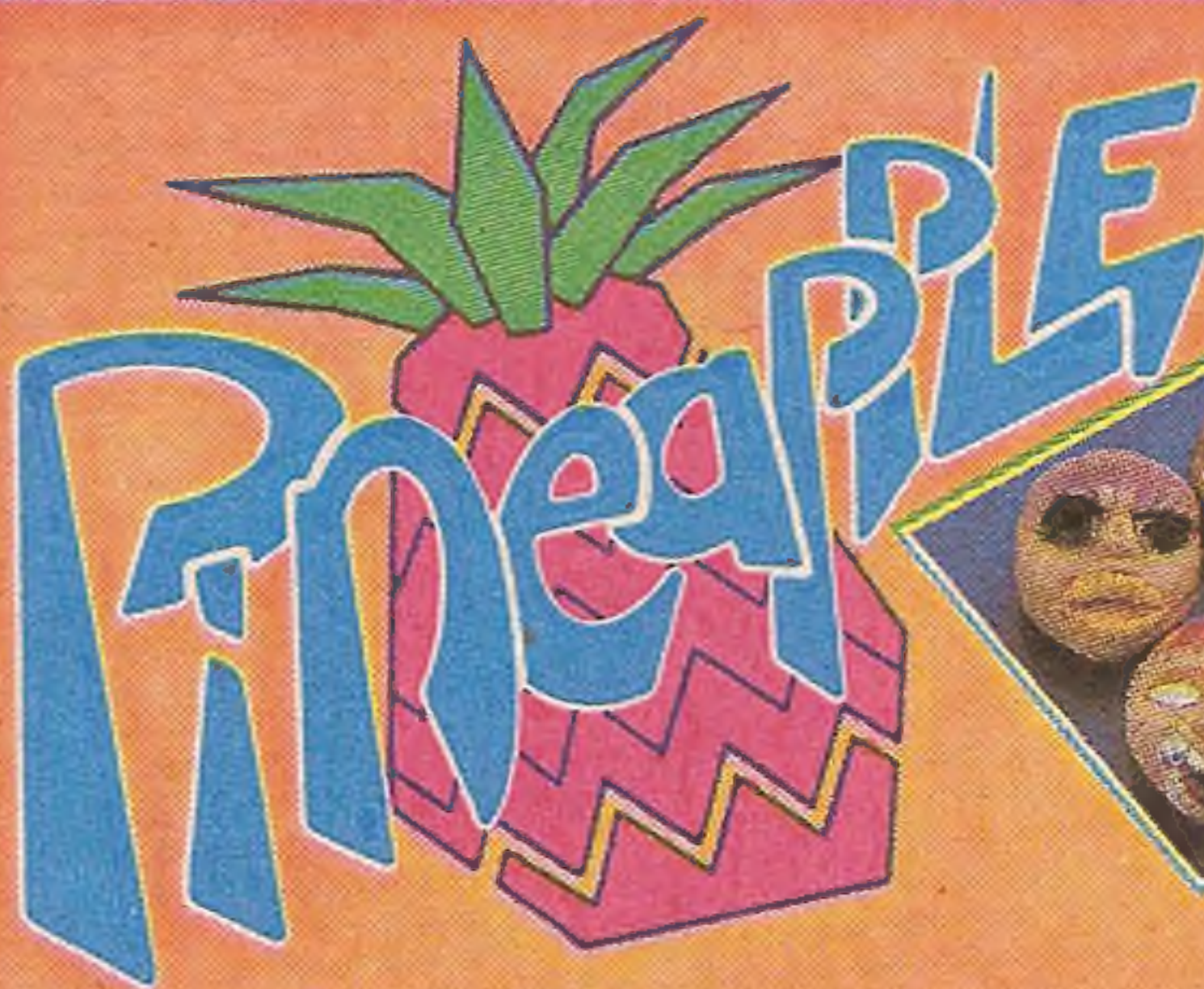


YEAH! I GOT STUFF FOR A COUPLE OF GIRLS, RACHEL, JODY & DEBBIE! A GIFT FOR PROFESSOR FLUTESNOOT .. MAYBE IT'LL **HELP BOOST** MY MIDTERM GRADE! A PRESENT FOR MY UNCLE ZEB .. THE OLD COOT IS **REALLY LOADED!**

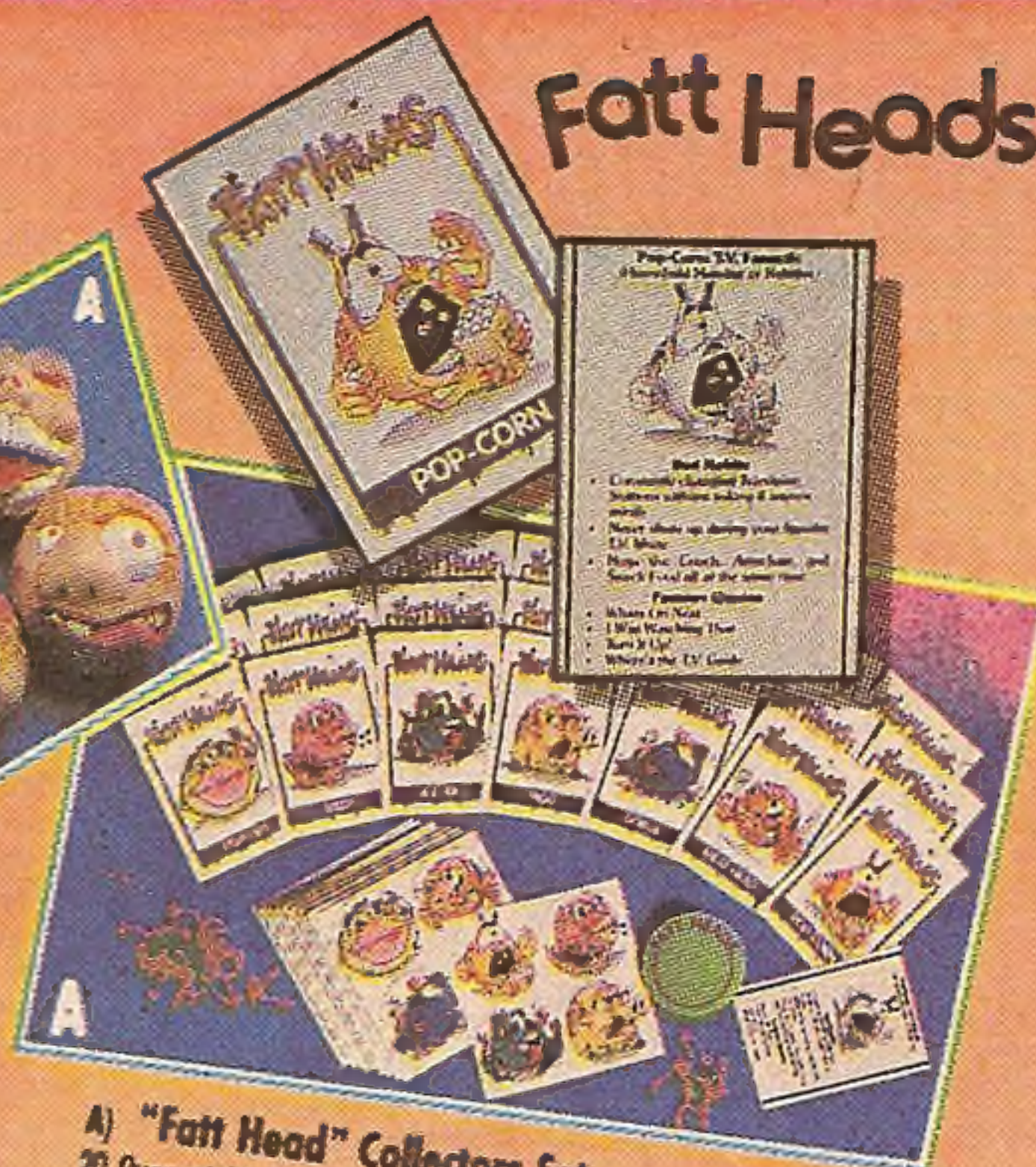








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A) "Fatt Head" Collectors Set. \$4.00
20 Overweight, Loud Mouthed characters, each with an incredible appetite for food. Great to collect, trade or give away. 65 piece set includes 20 Trading Cards (2 1/2 x 3 1/2) with their worst habits recorded on back, 40 Color Stickers, 1 Fatt Head Button, plus 4 Mini Fatt Head Super Balls (1" Dia.).



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Please Print Full Address Clearly.

Allow 4-6 Weeks Delivery
Expiry Date June 30, 1988

Name _____ Age _____

Address _____ Apt # _____

City _____ State _____ Zip _____

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Stickers . . . Stickers	(\$4.00)	+	(\$1.00)	=	(\$5.00) X _____ = _____
300 Stickers	(\$3.00)	+	(\$1.00)	=	(\$4.00) X _____ = _____

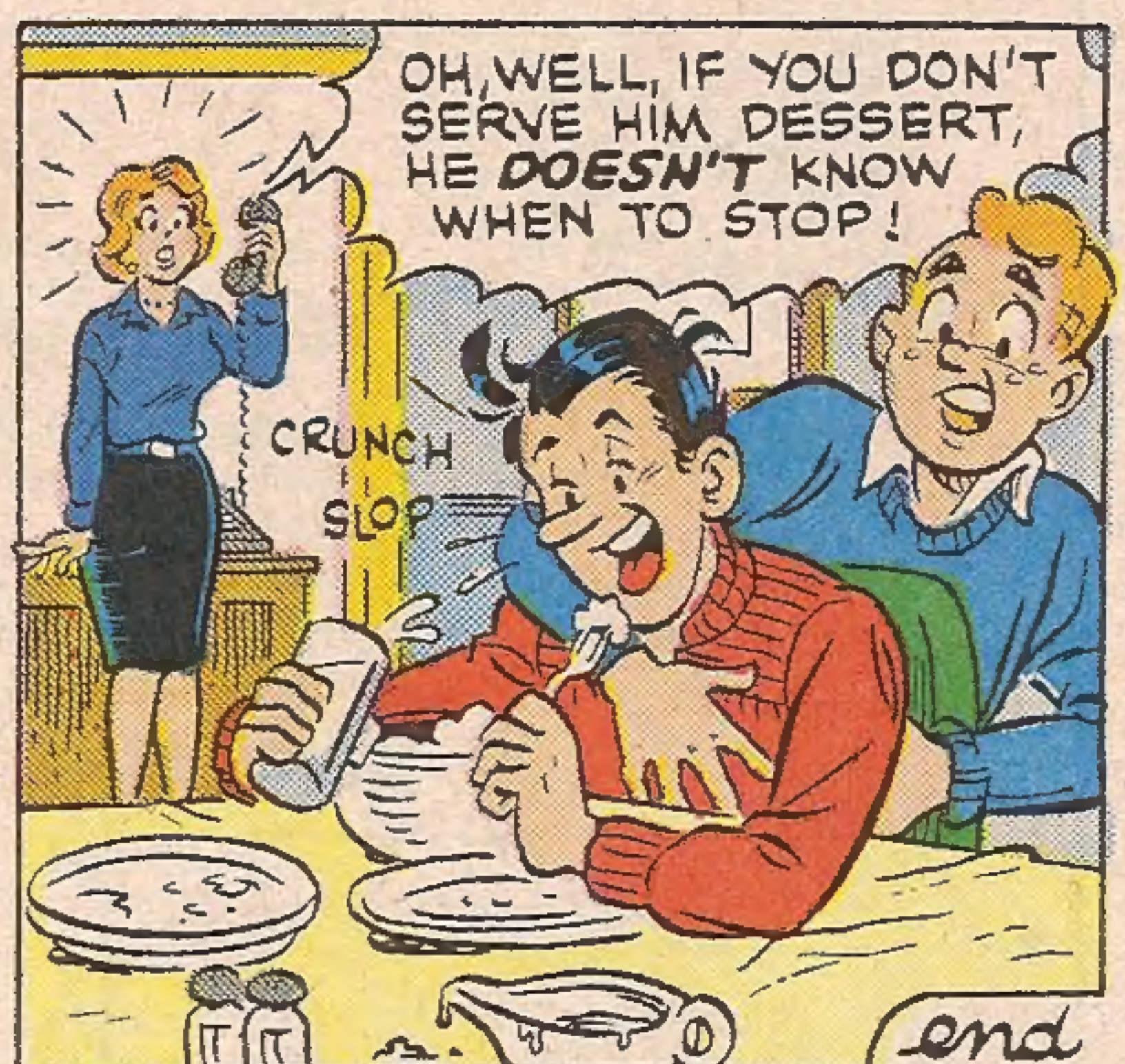
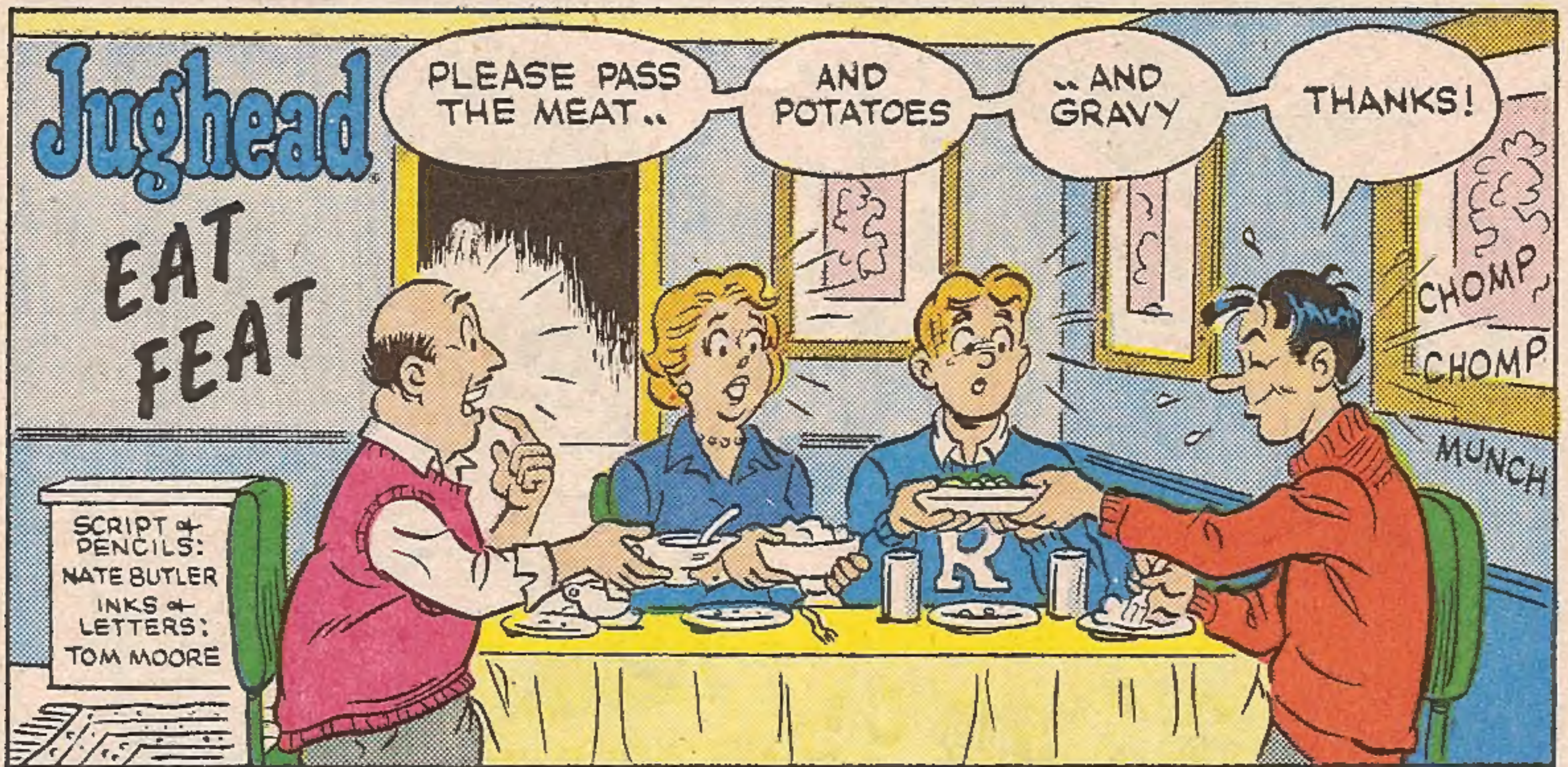
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A-	23-	24-	25-	B-	32D
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Jughead I'M PEEVED!

WHAT MAKES JUGHEAD UPSET? LET'S FIND OUT! PUT ALL THE LETTERS IN ORDER, STARTING WITH NUMBER ONE! ANSWERS BELOW!

6	34	20	31	15	3	4	32	
B	U	H	C	B	I	M	N	O
35	21	13		33	25	26	14	
S	O	T	A	M	O	U	R	E
5	12	30	16	7	27			
G	A	S	U	R	K			
28		22	8	23				
D	S	M	O	E				
11								
L	I	N	G					
24		2	9					
W	H	E	K					
17	29	19						
S	I	S	U					
	36		10					
Z	I	H	E					
1	18		37					
B	E	S	C					



ANSWERS:

BEING BROKE • LATE BUSES
HOMWORK • DISCO MUSIC



BE A PART OF THE FUN!! SEND YOUR PUZZLES, JOKES AND LETTERS TO: DILTON'S PUZZLE PALS
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BOTH ARE A
**GIANT 256
 PAGES EACH!**



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(OFFER EXPIRES JUNE 30, 1988)

MAIL
 TO

NAME: _____ AGE: _____
 (PLEASE PRINT) FIRST LAST BOY ☐ GIRL ☐

ENCLOSED FIND \$10.00 (FOREIGN ORDERS
 ENCLOSE \$15.00) FOR EACH DOUBLE DIGEST
 SUBSCRIPTION CHECKED BELOW

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☐	KATY KEENE	(\$3.00)
☐	THE NEW ARCHIES	(\$3.00)

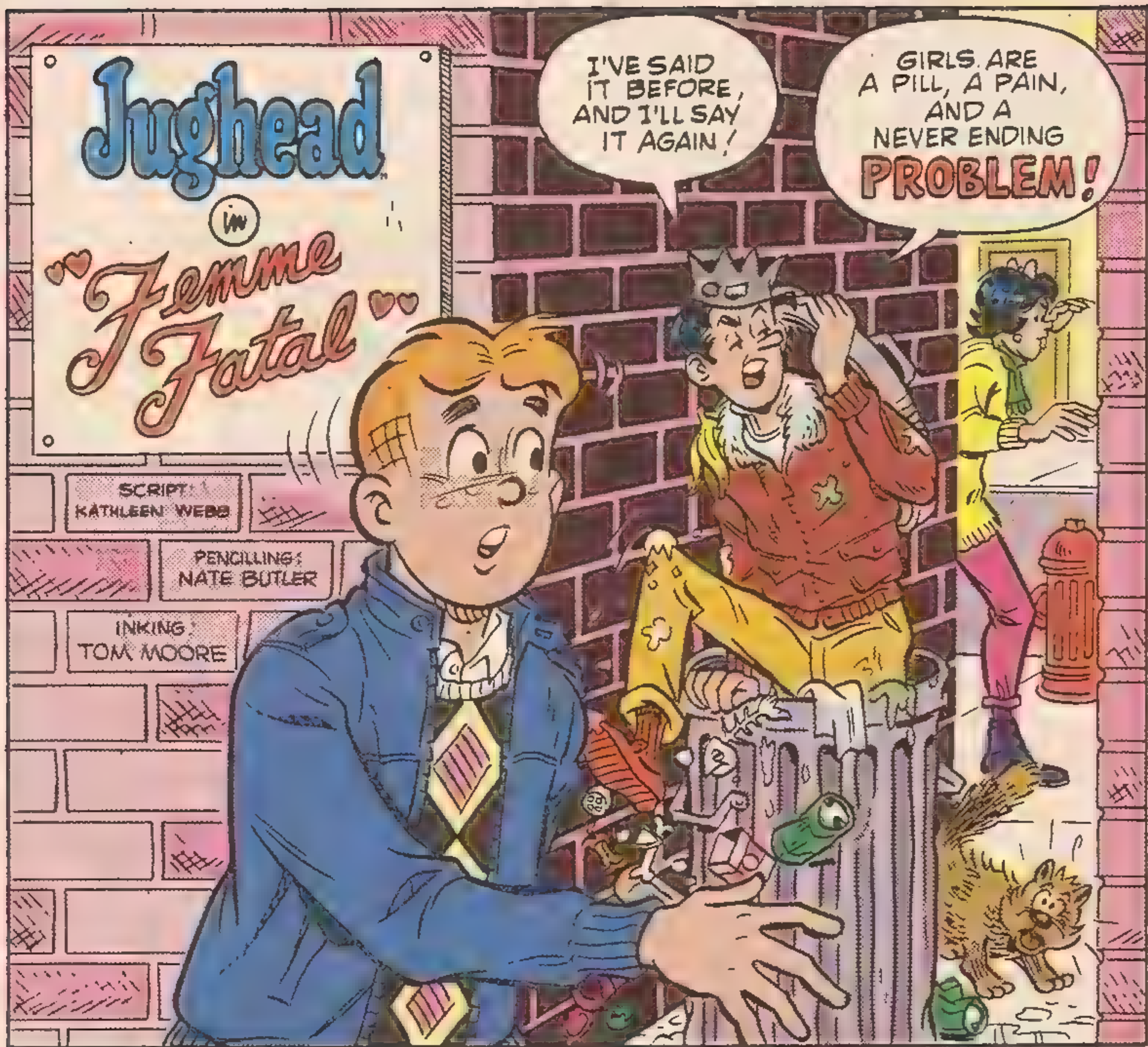
NAME _____ AGE _____ ☐ BOY
 (PLEASE PRINT) FIRST LAST ☐ GIRL

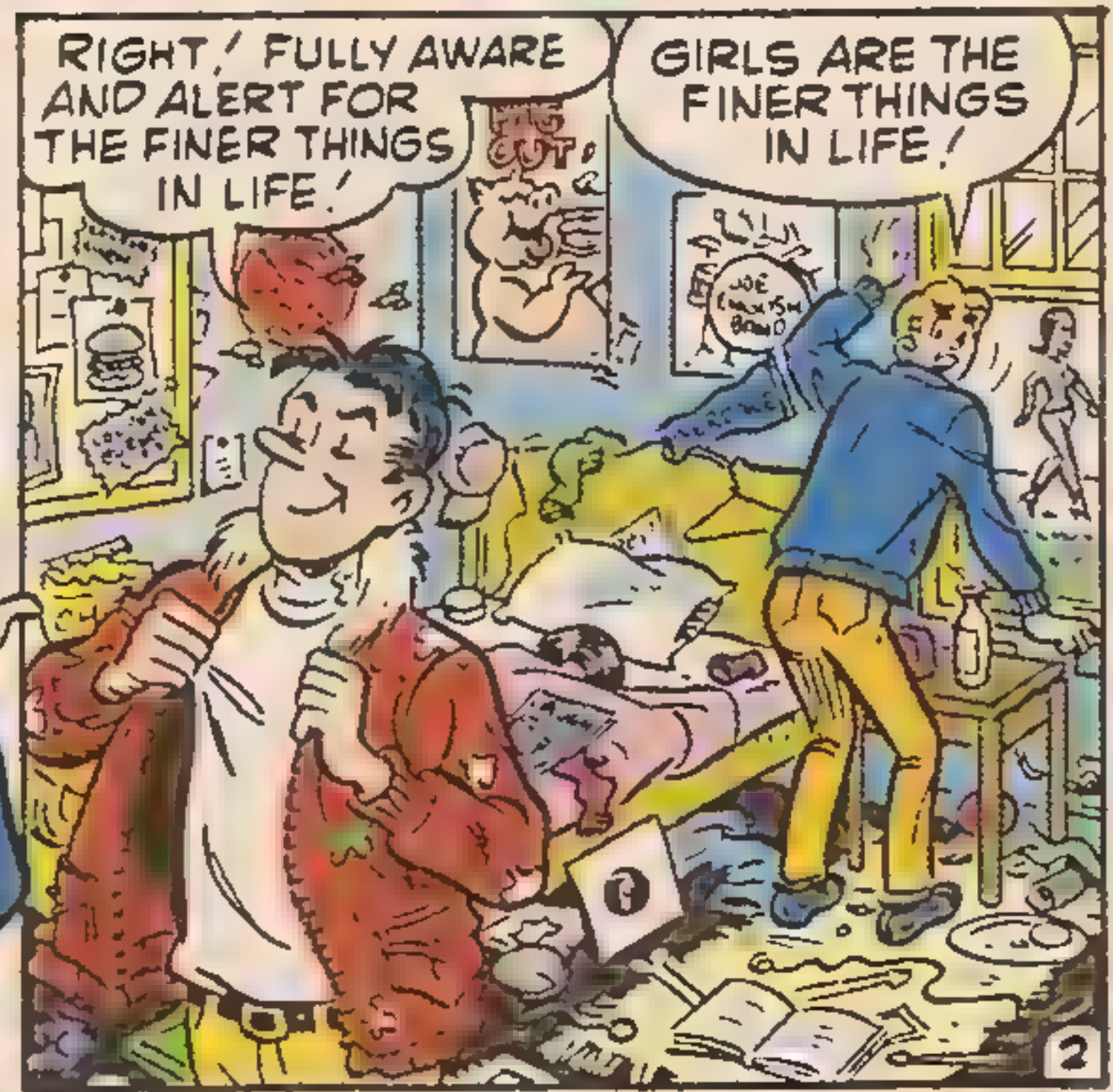
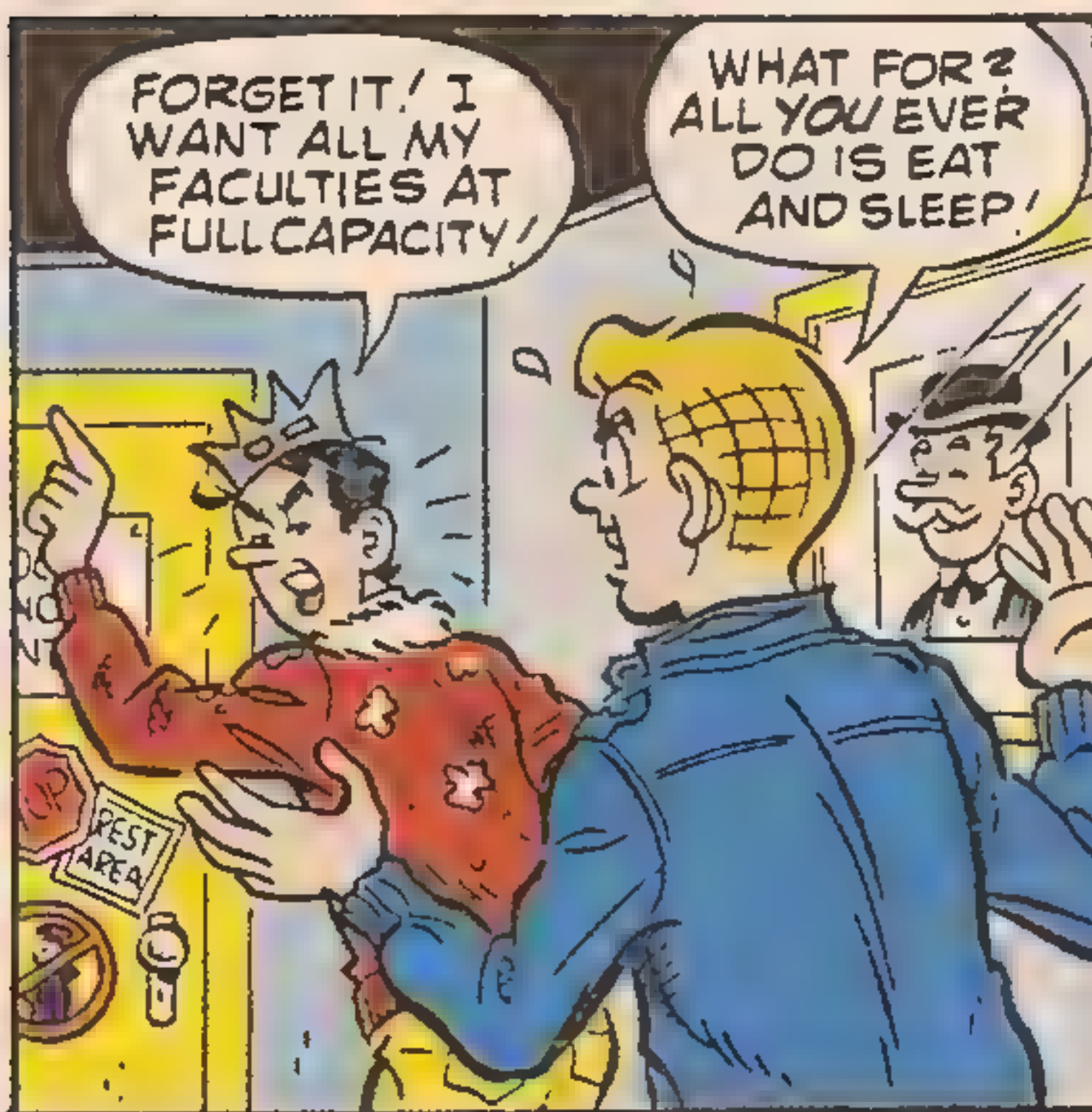
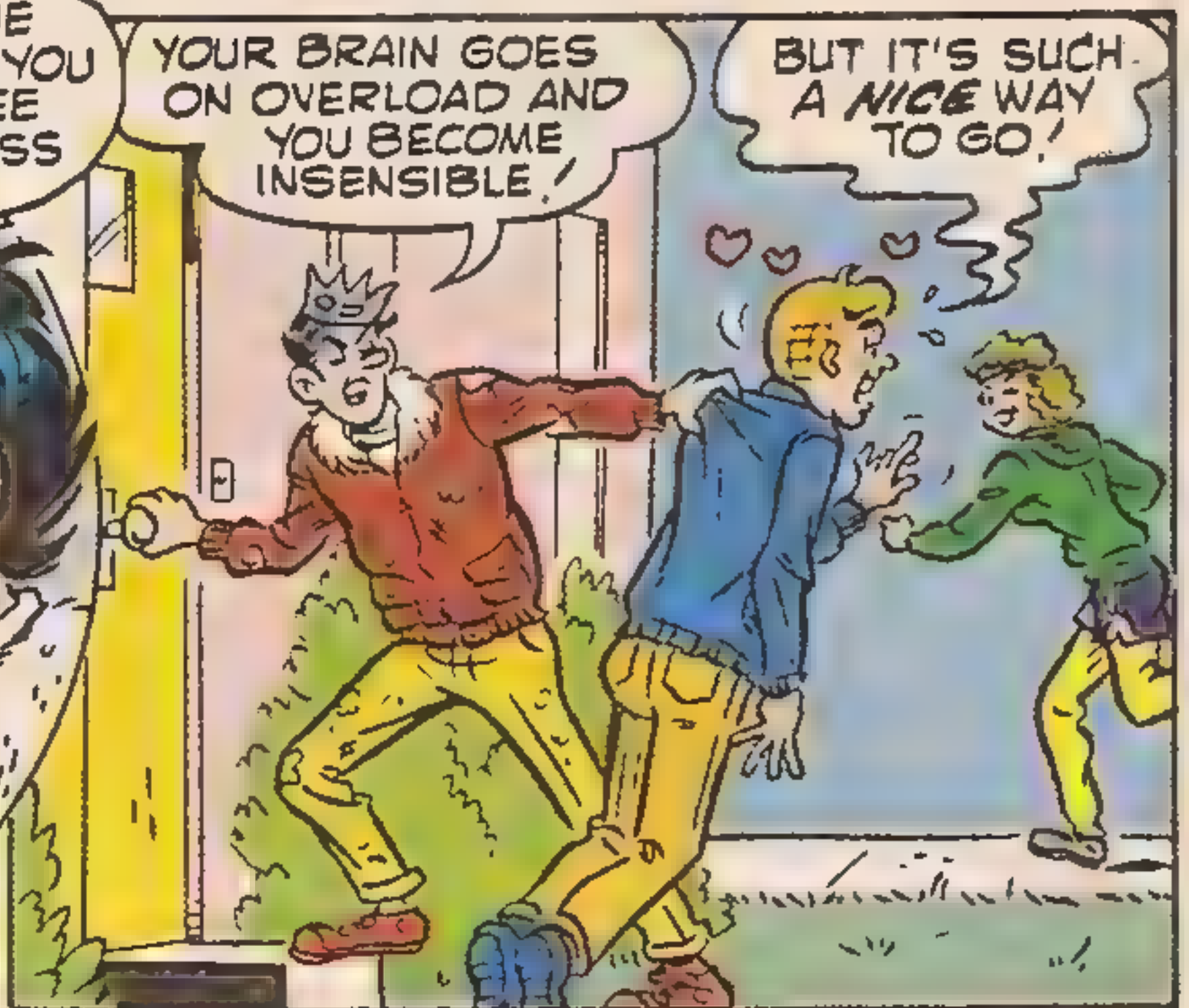
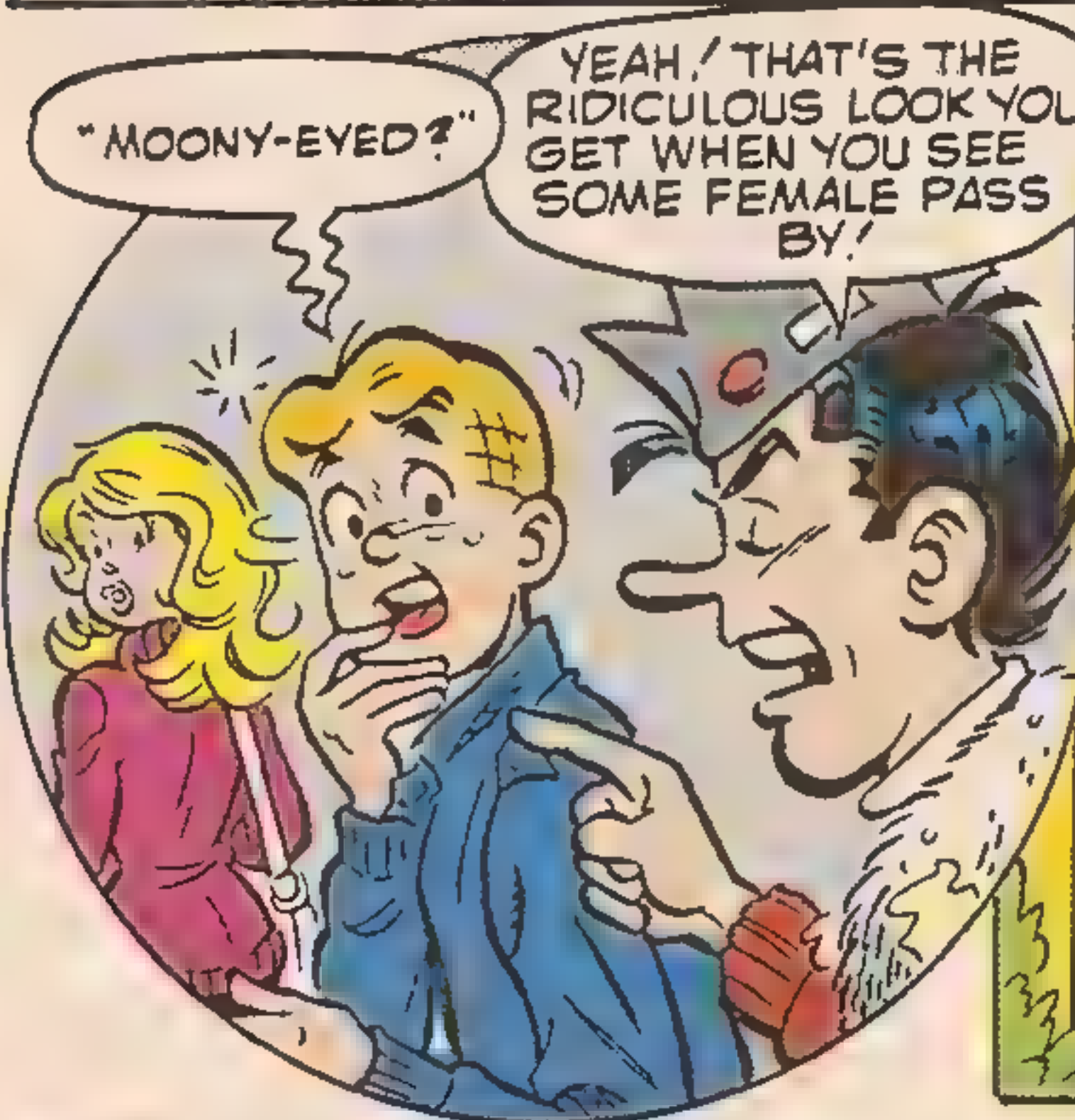
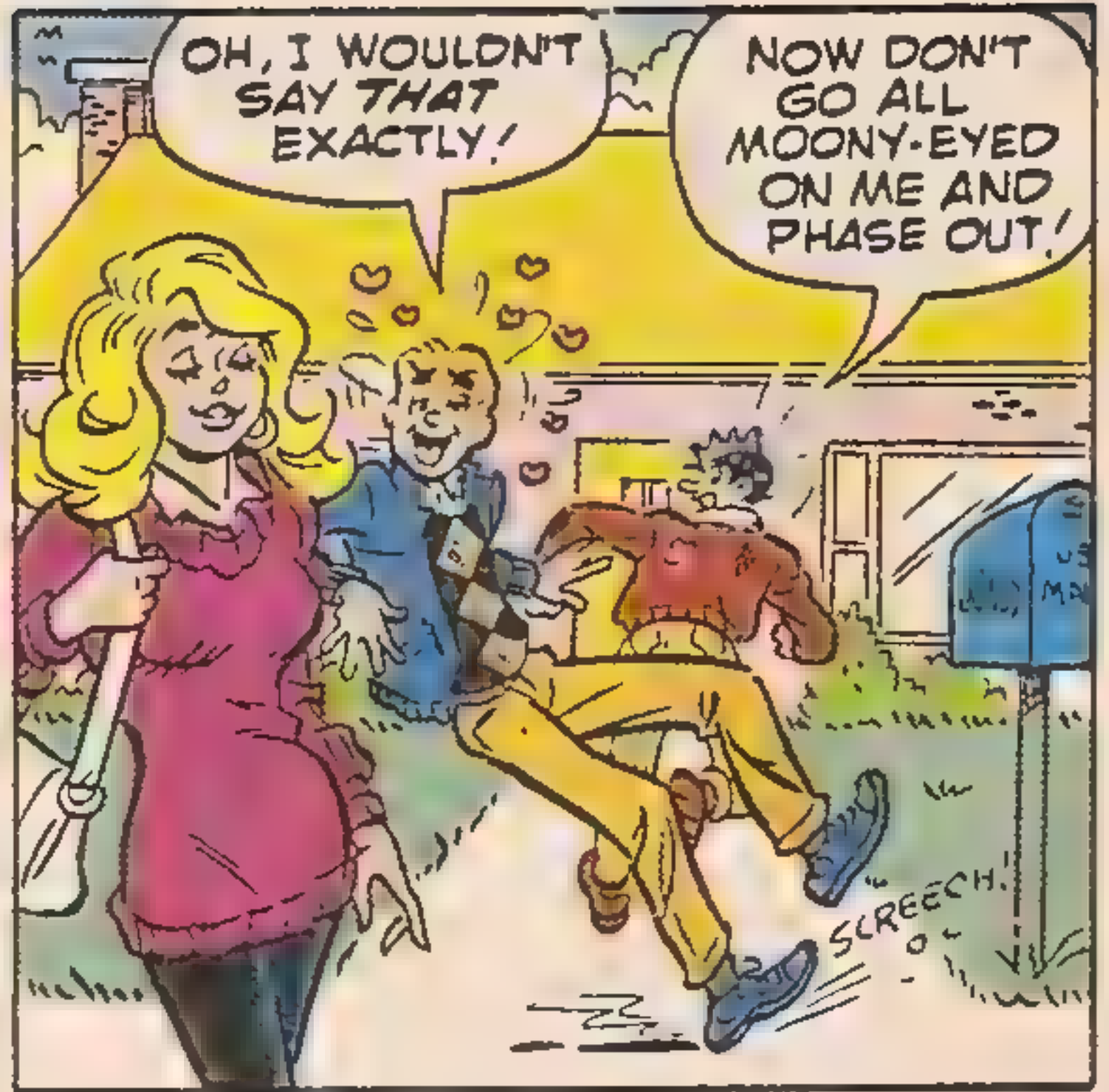
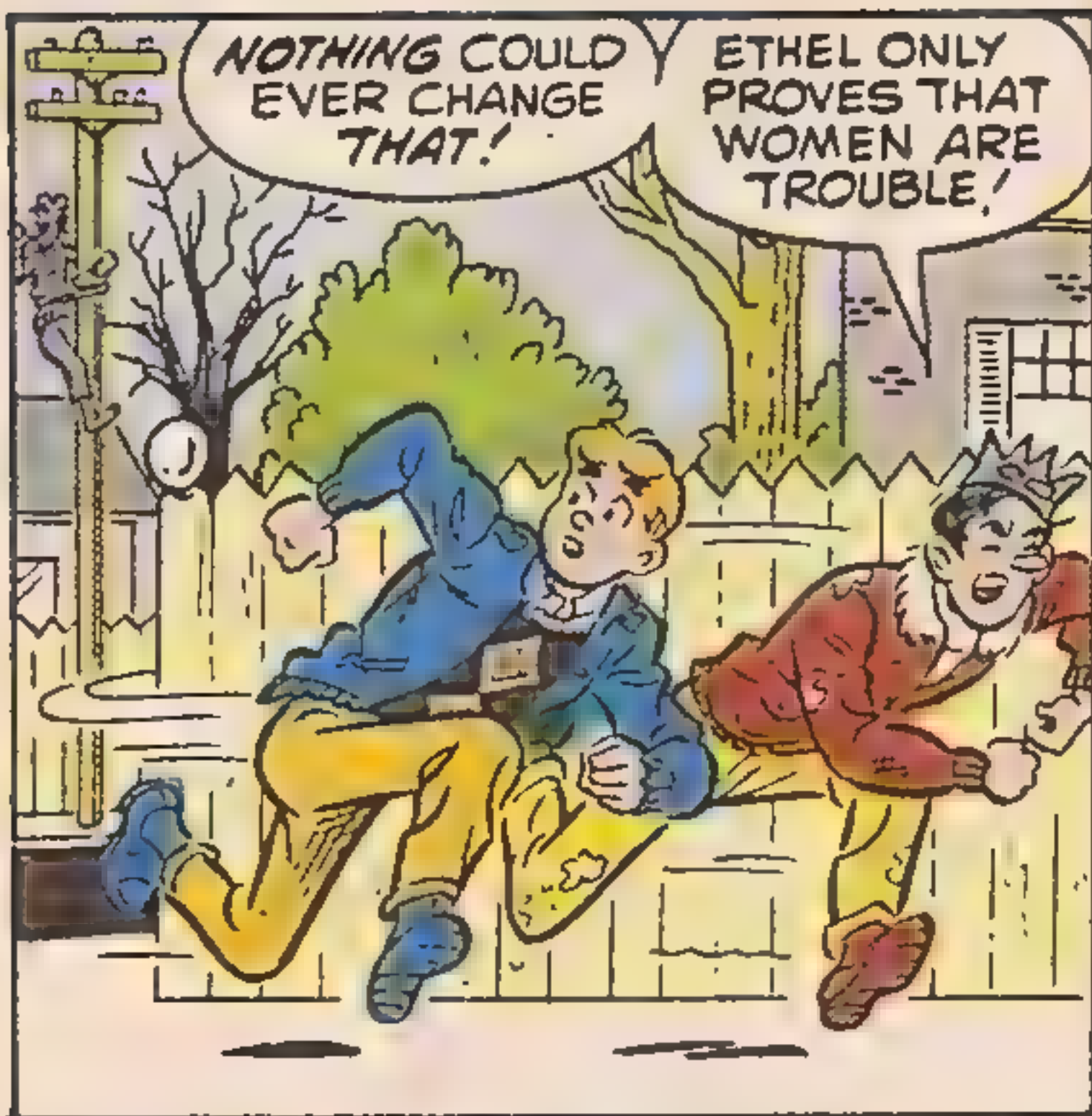
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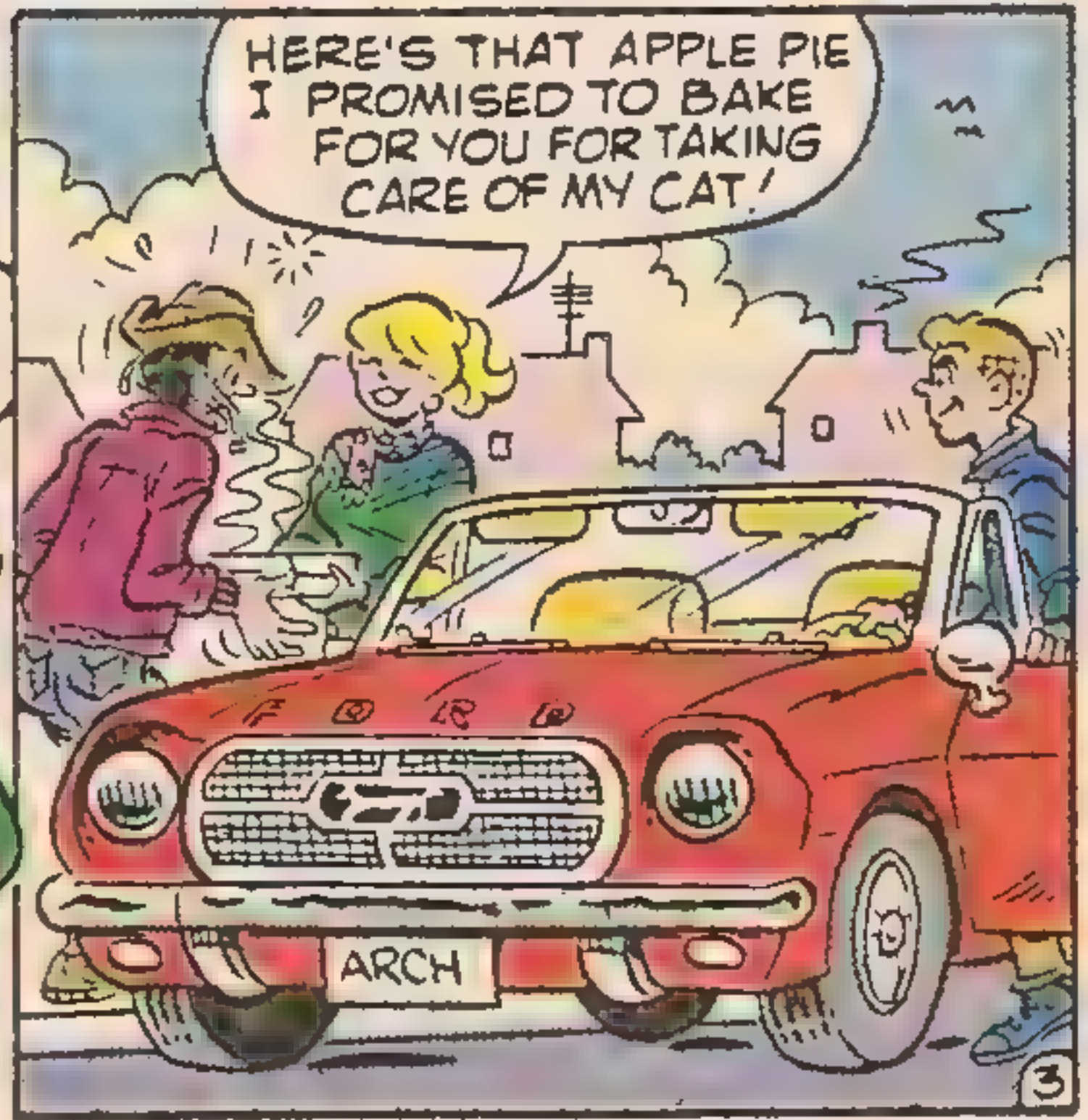
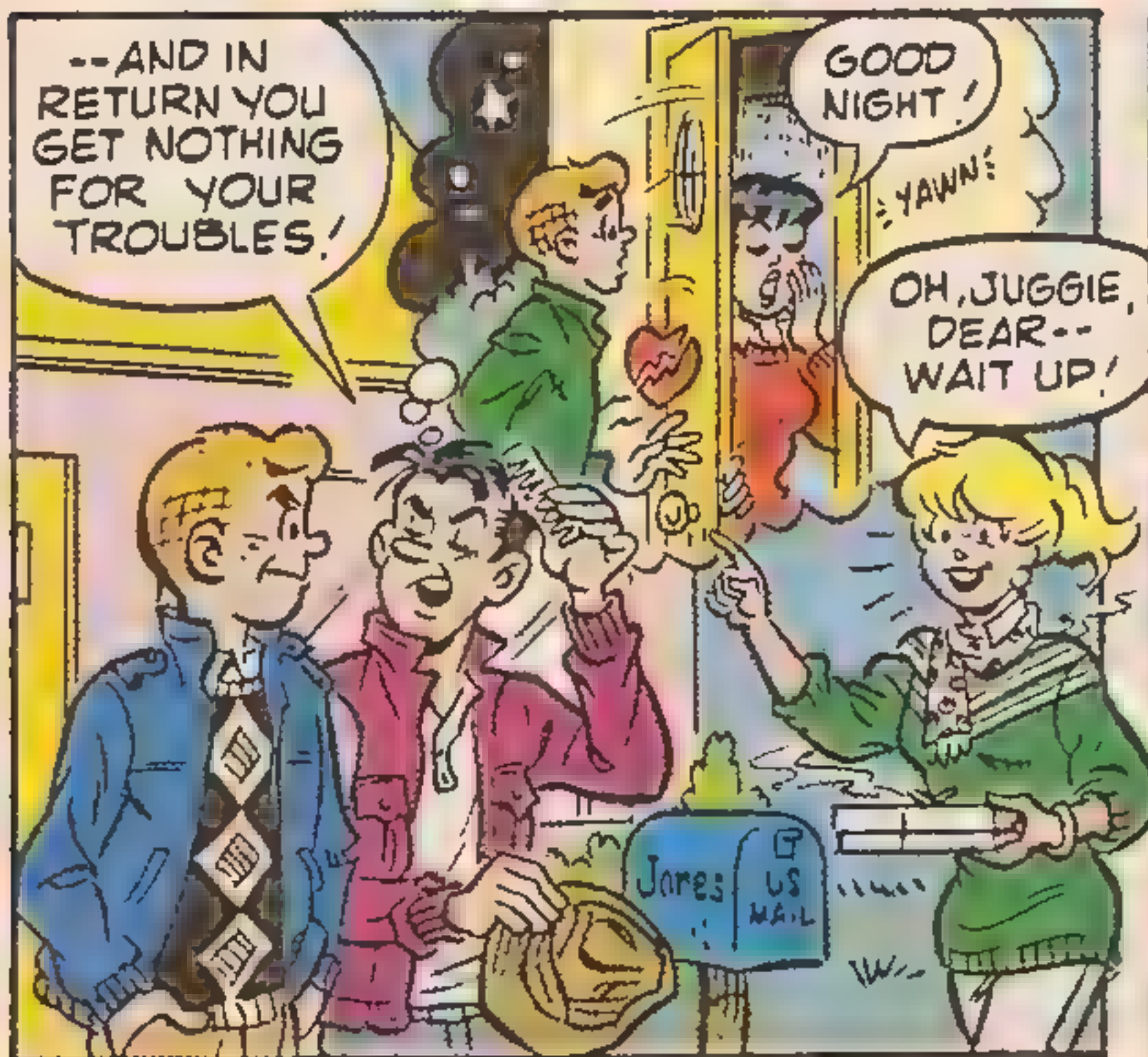
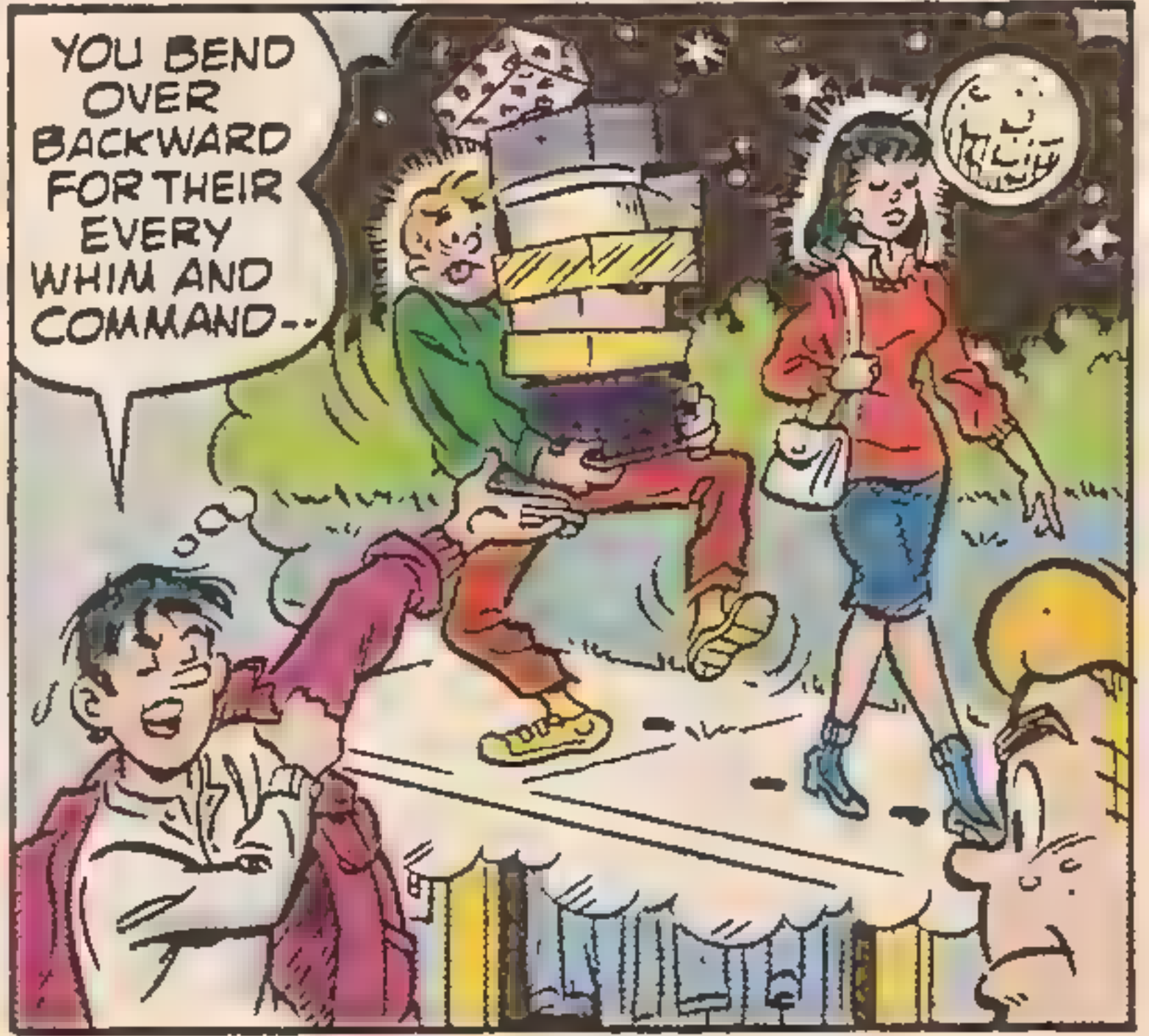
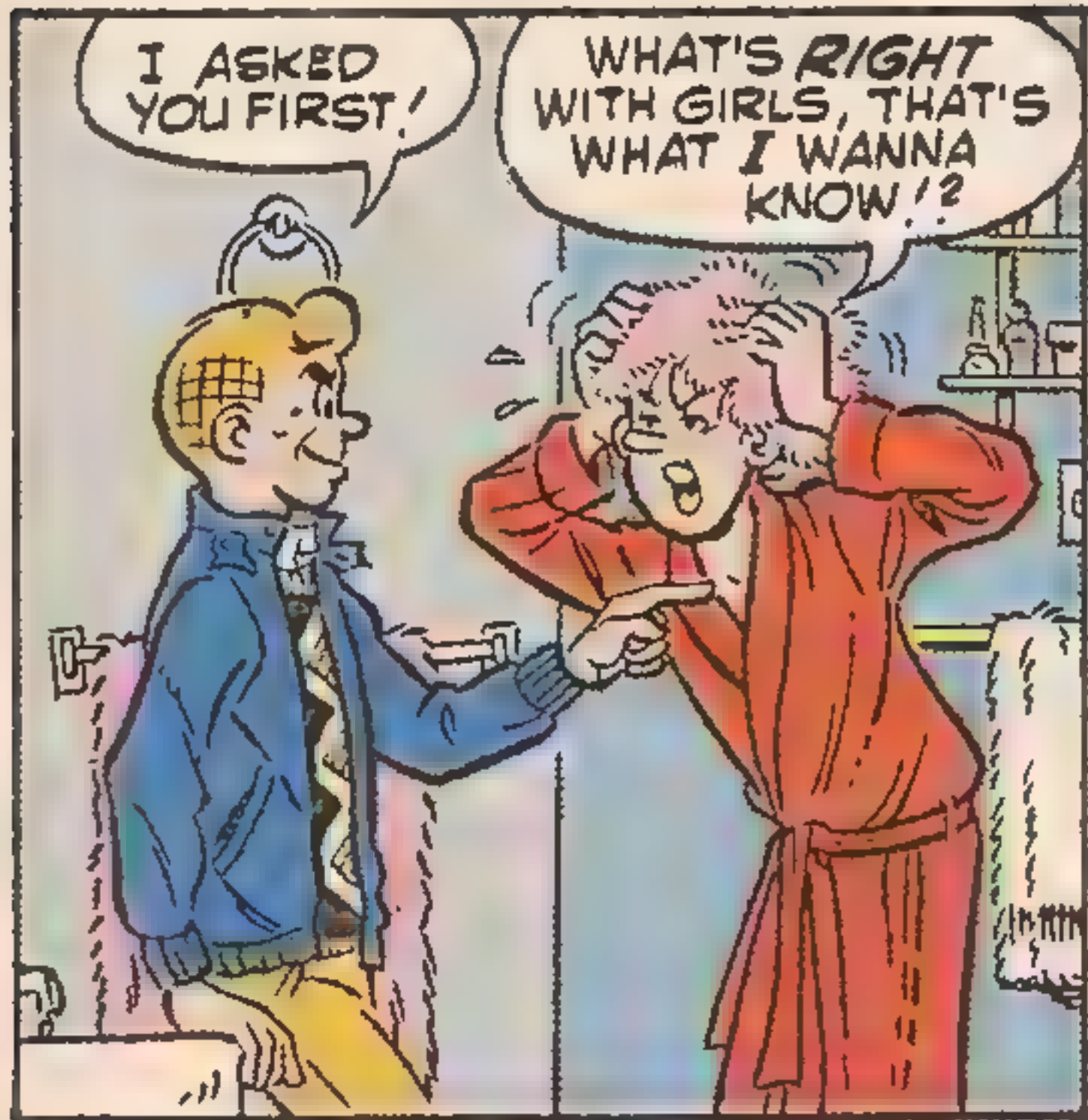
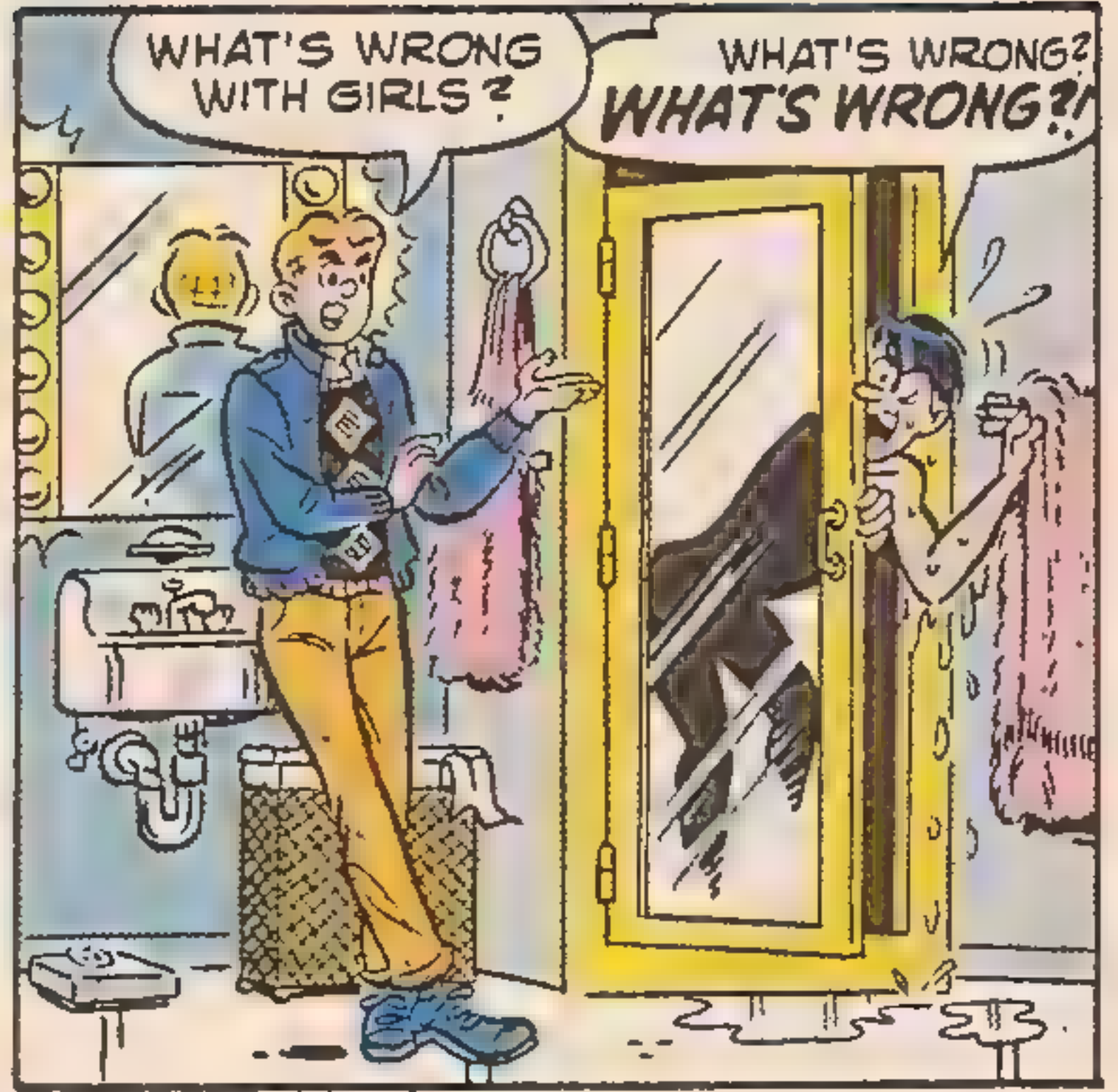
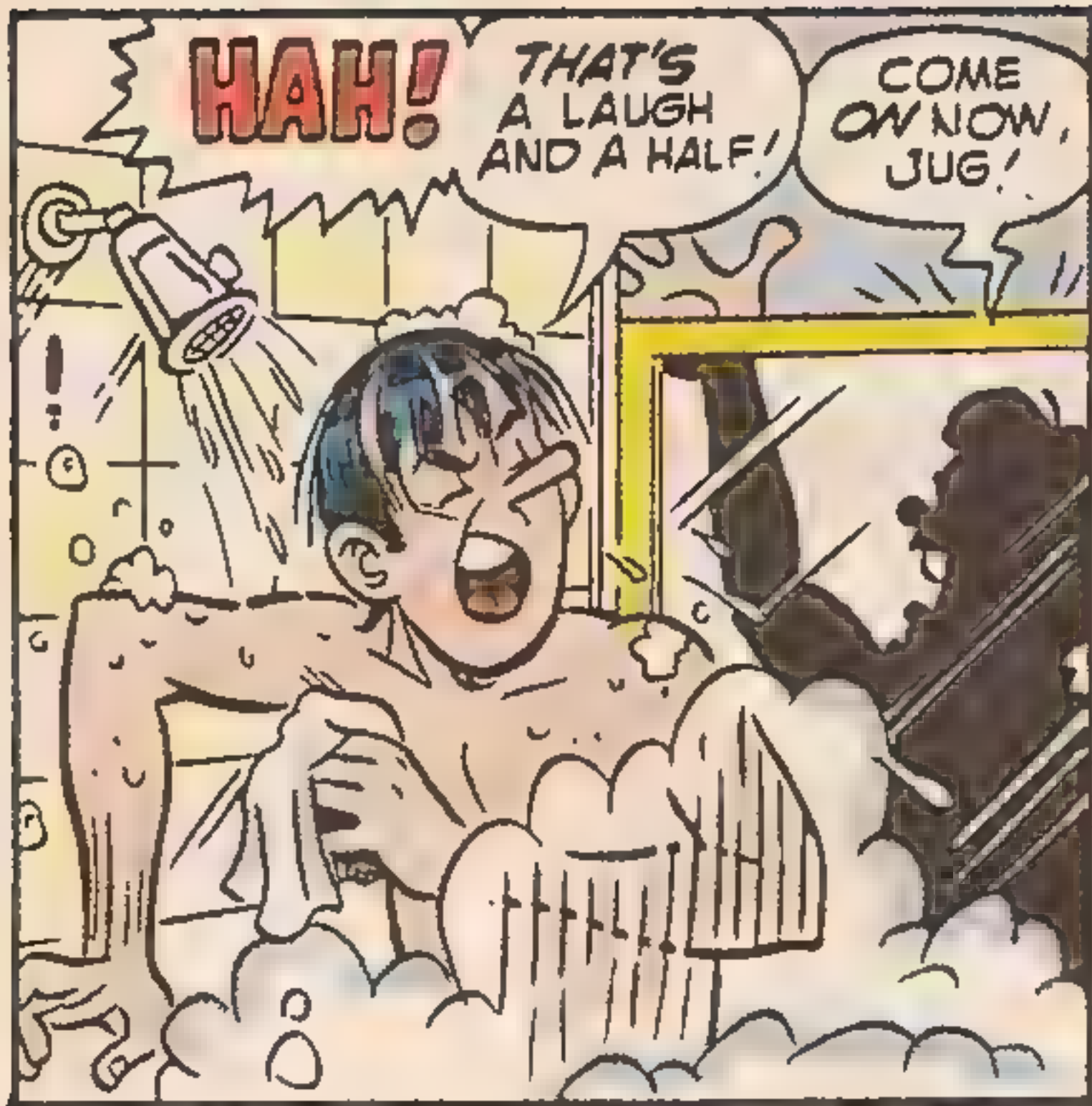
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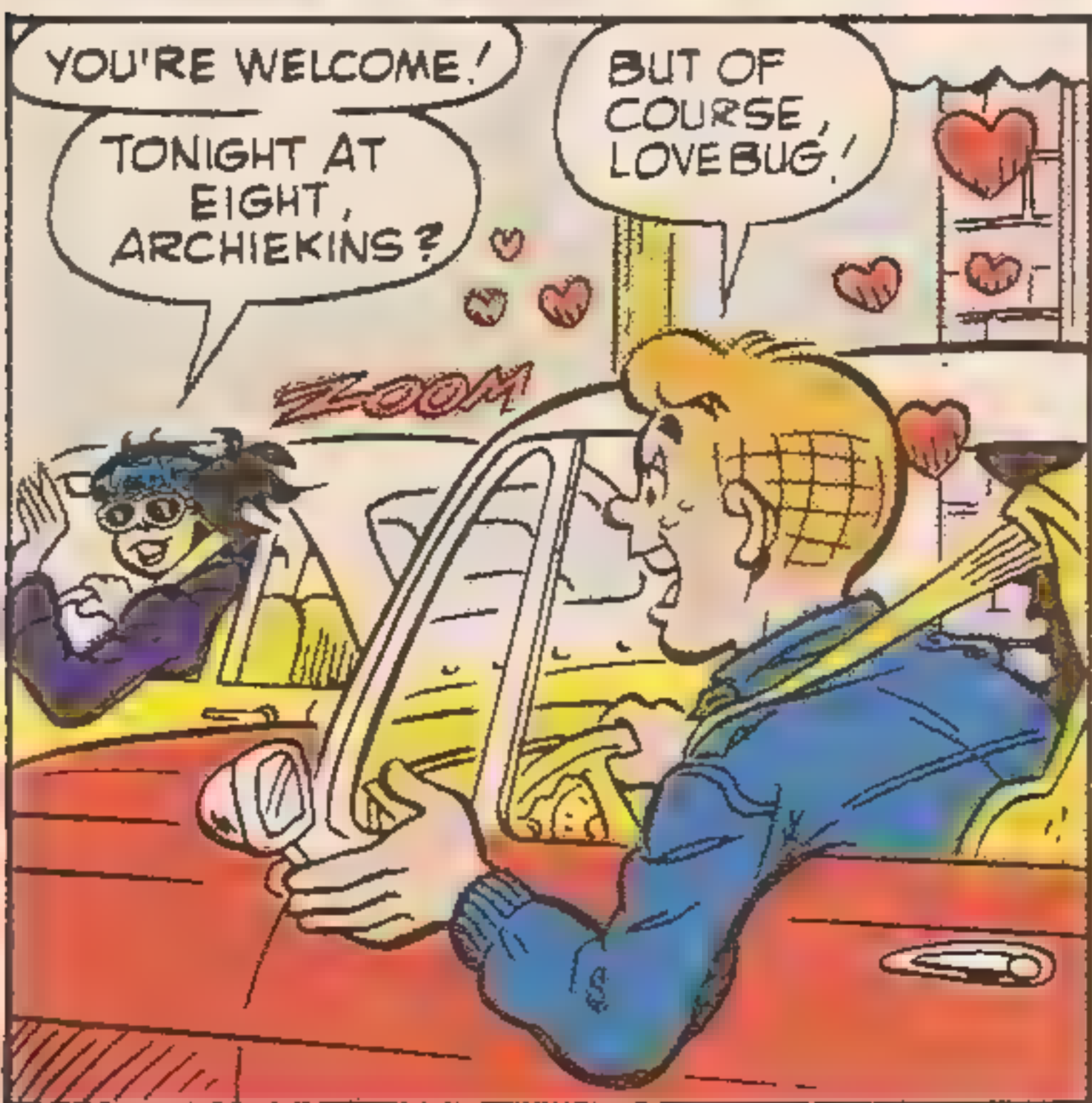
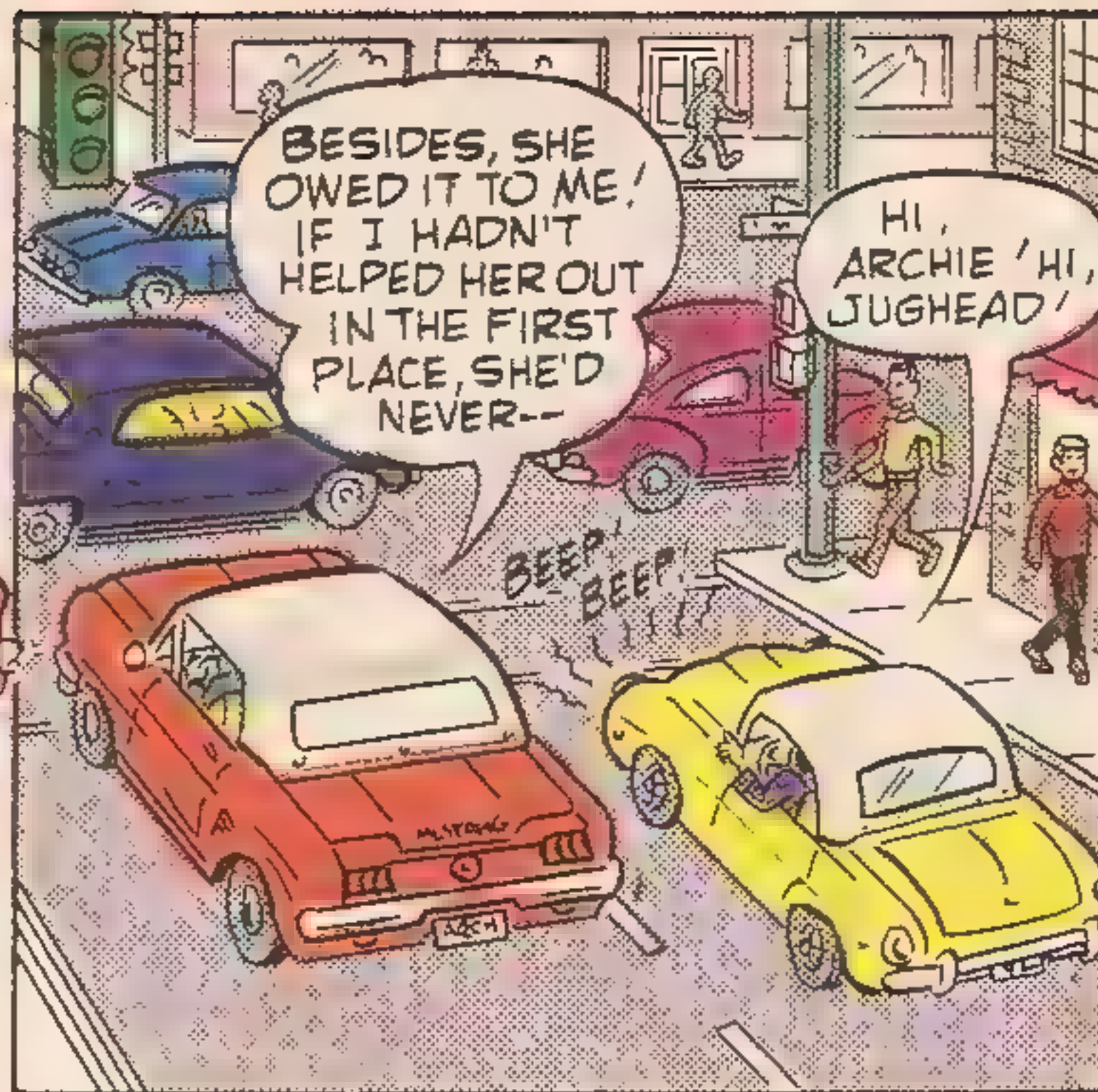
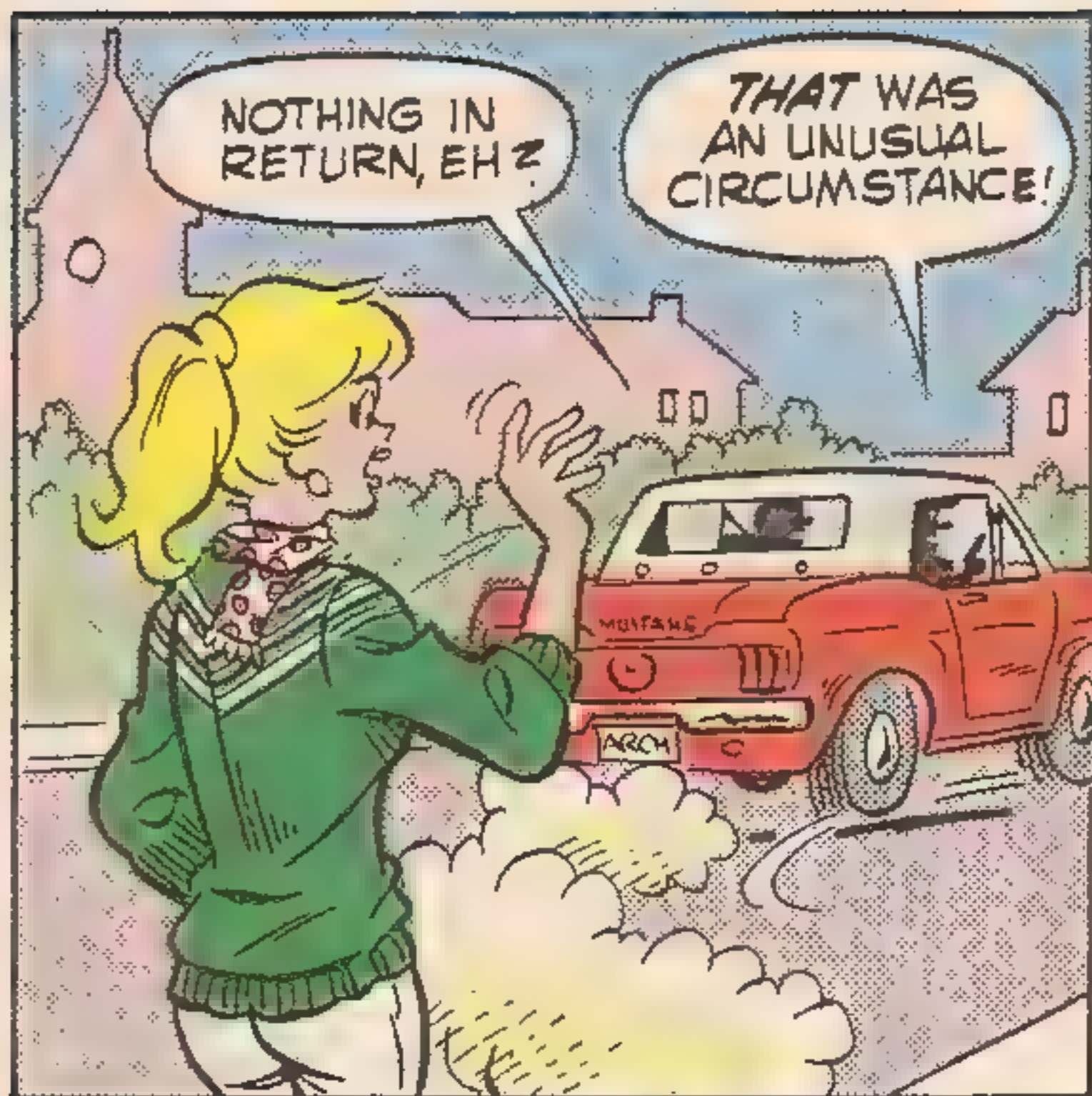
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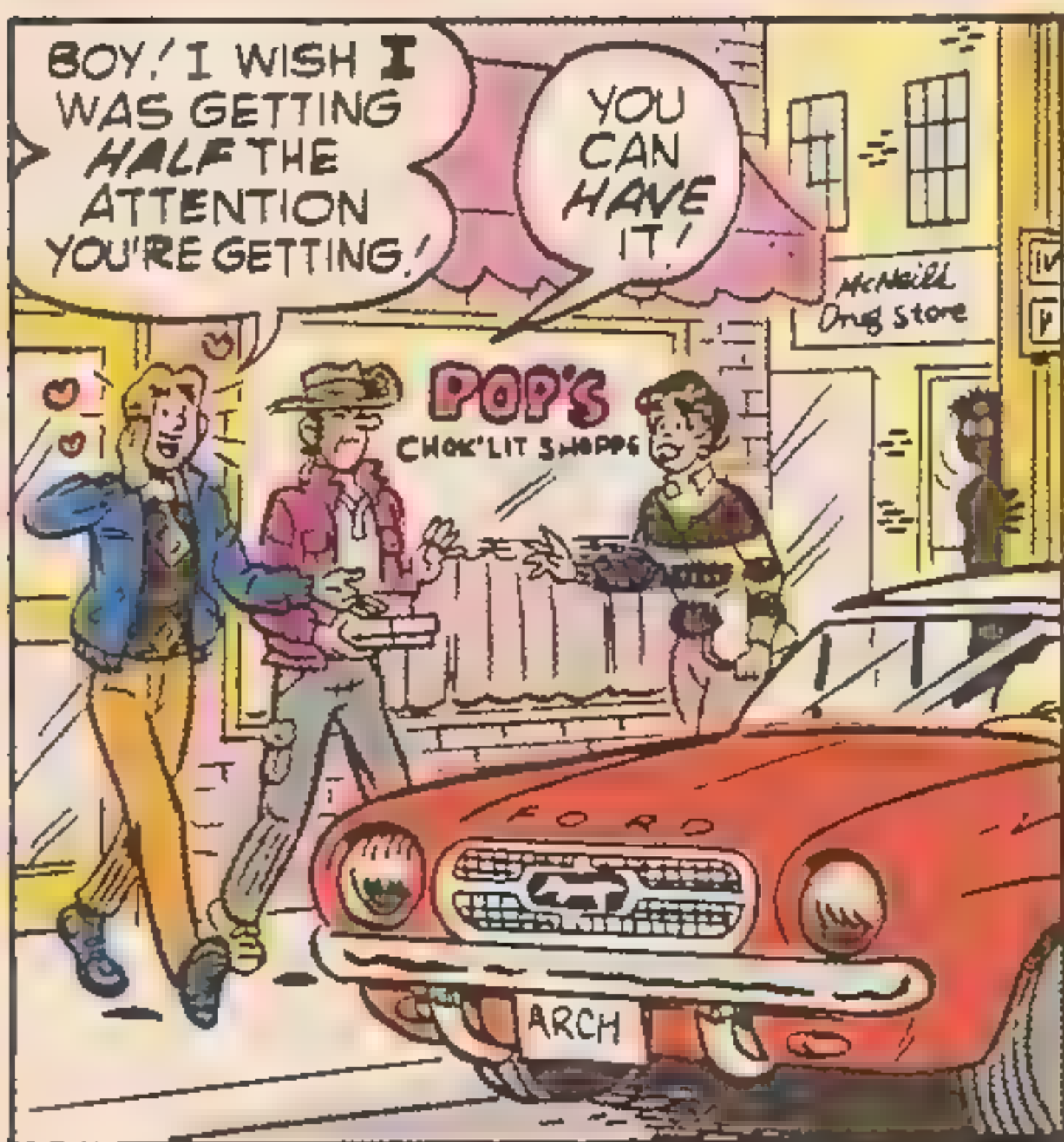
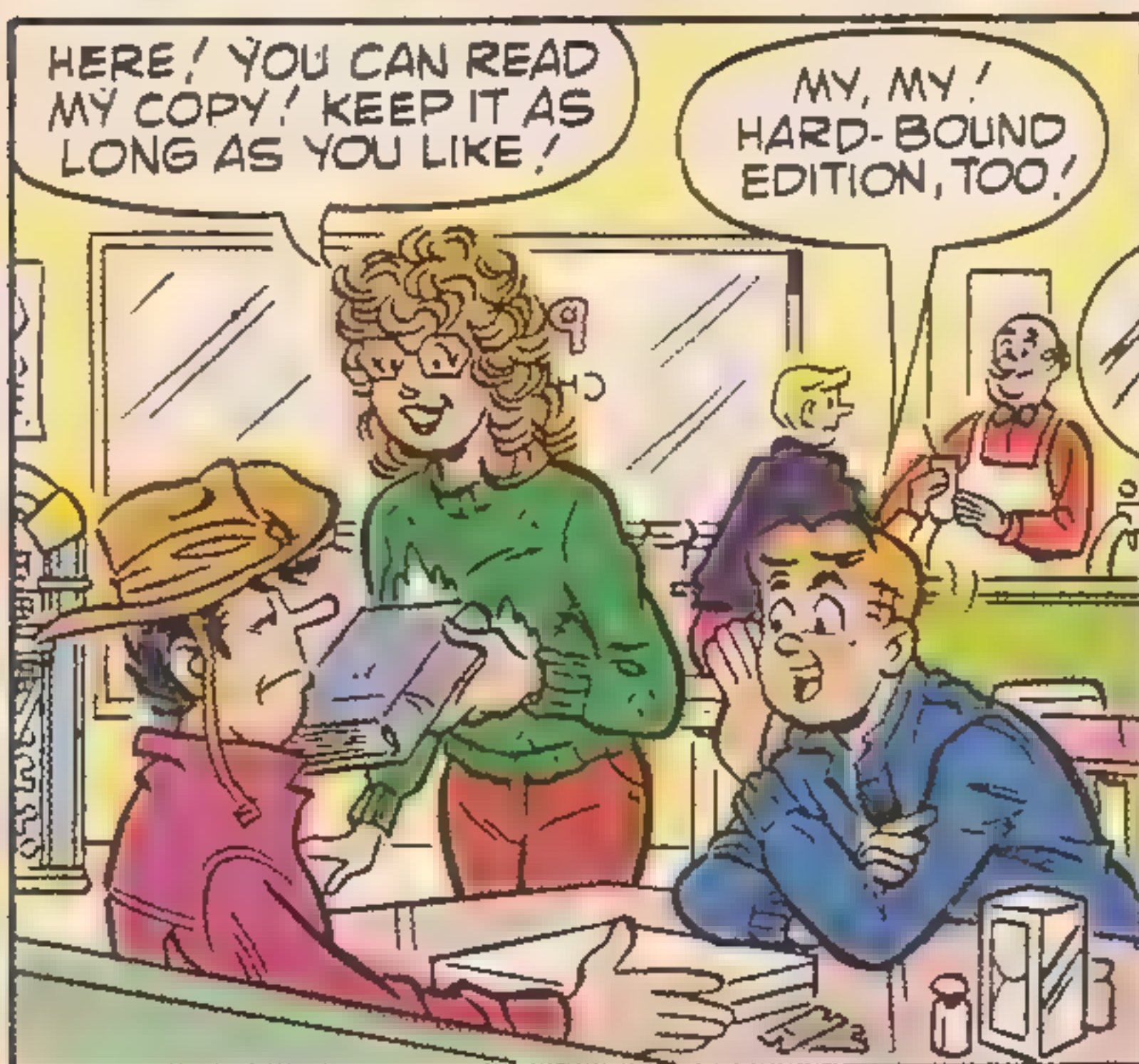
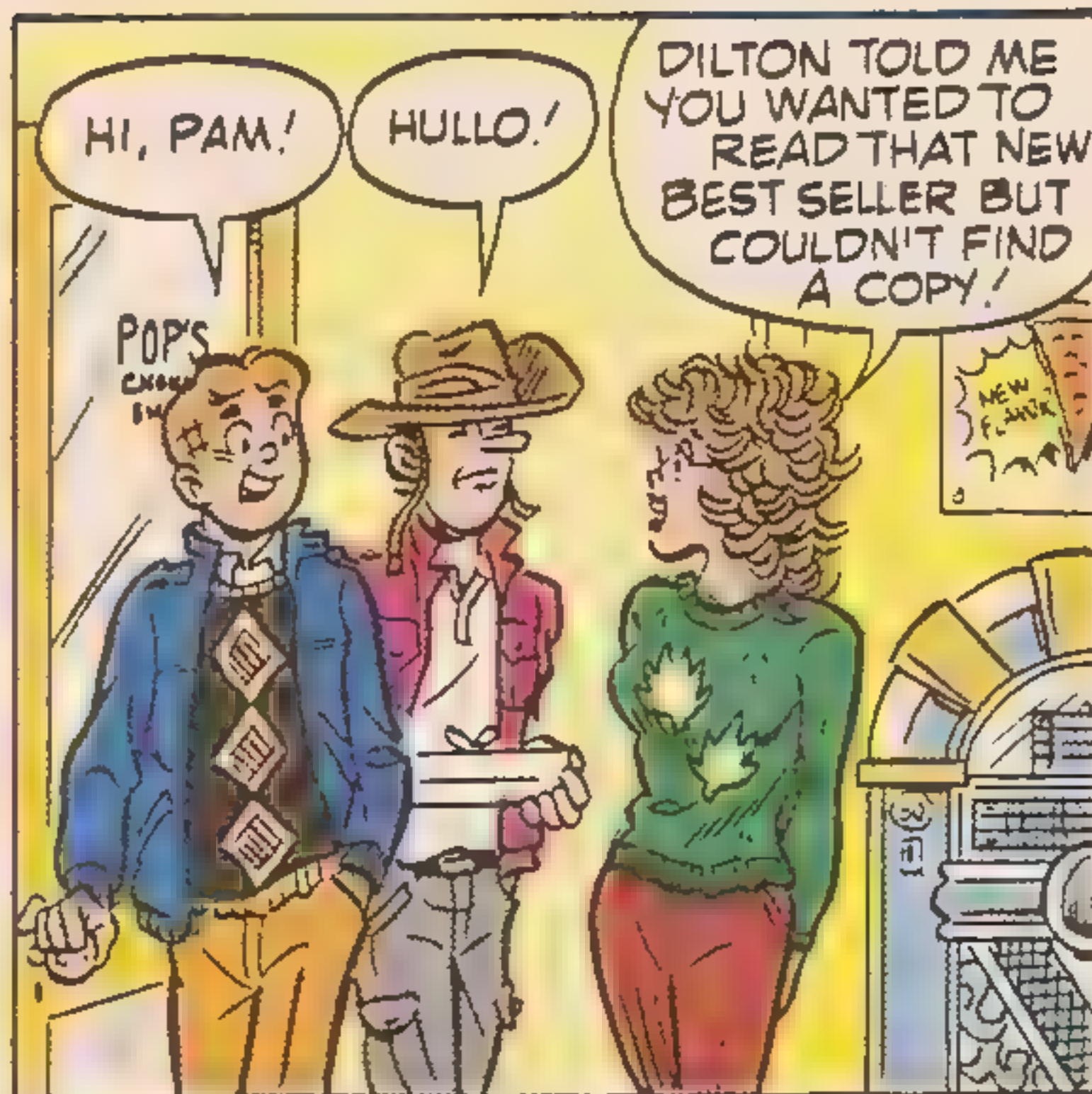
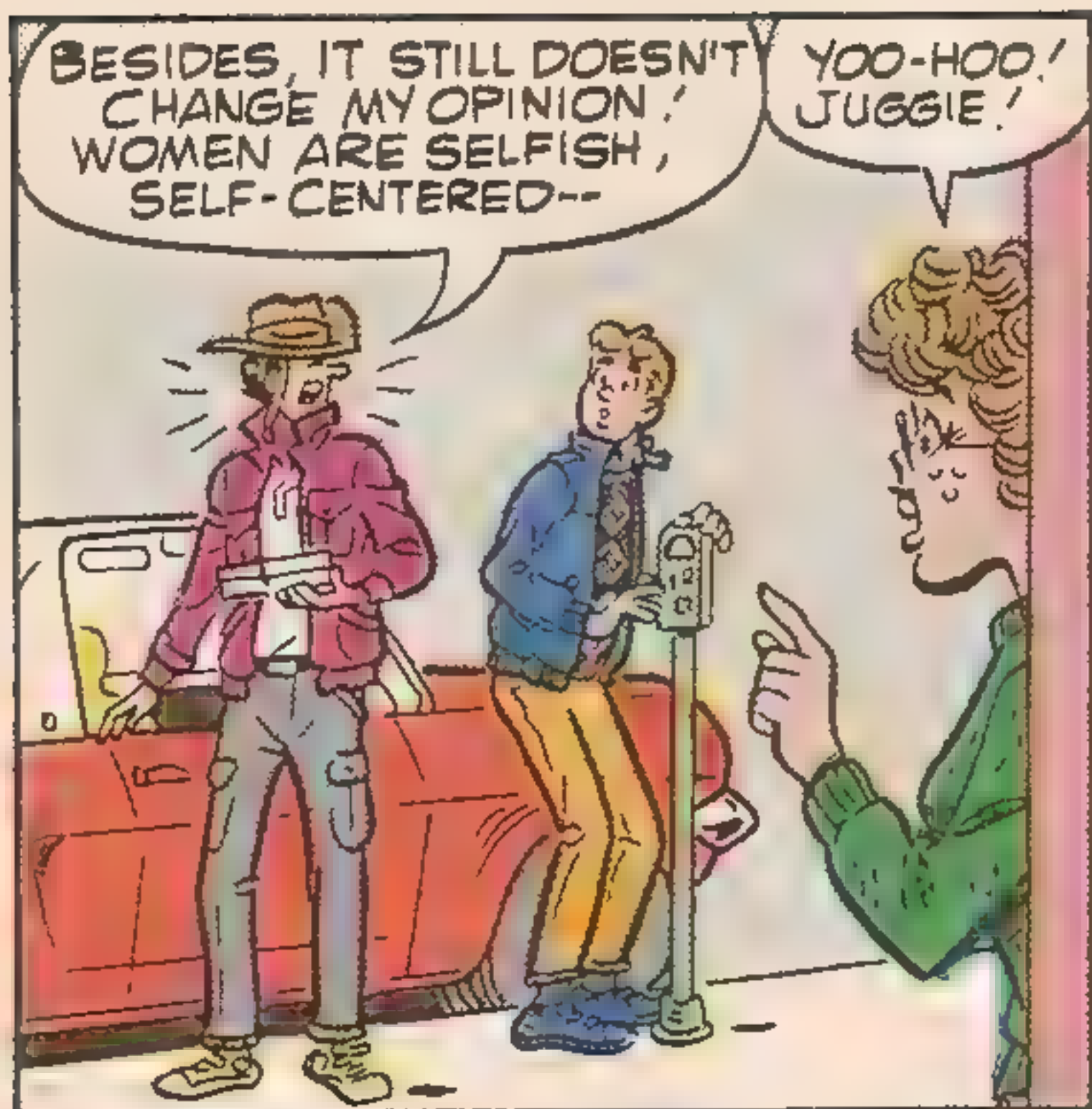
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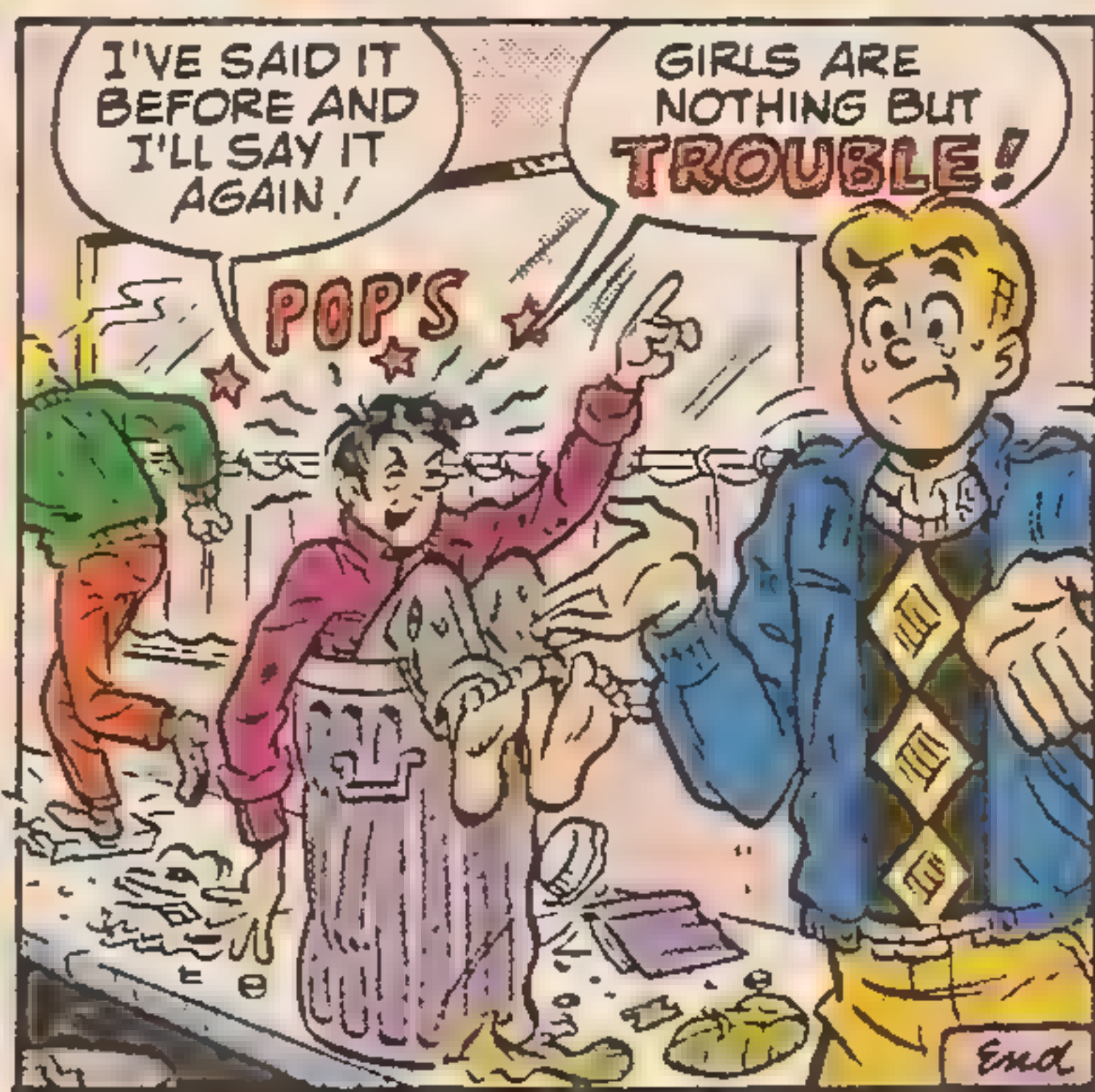
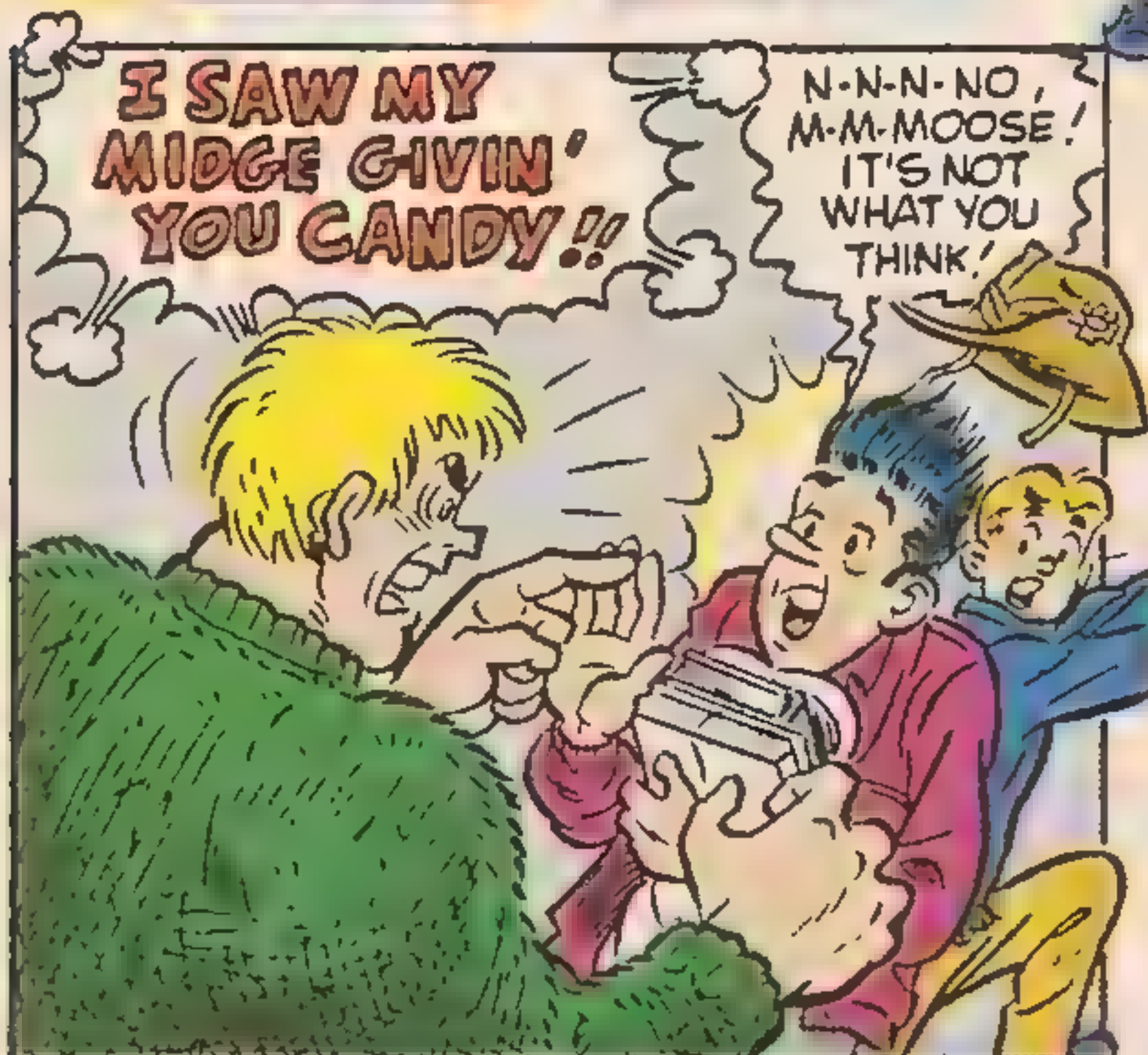
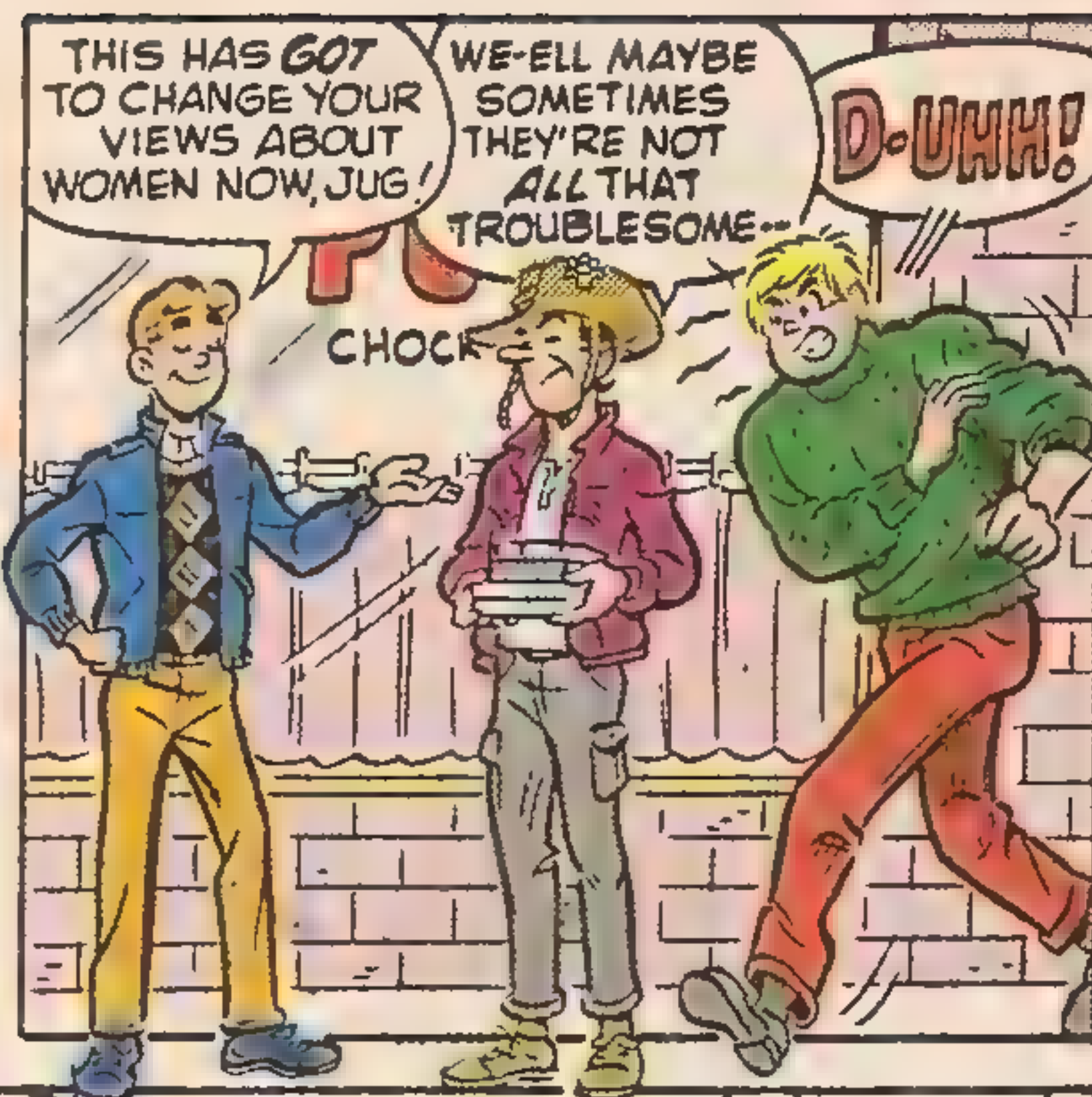
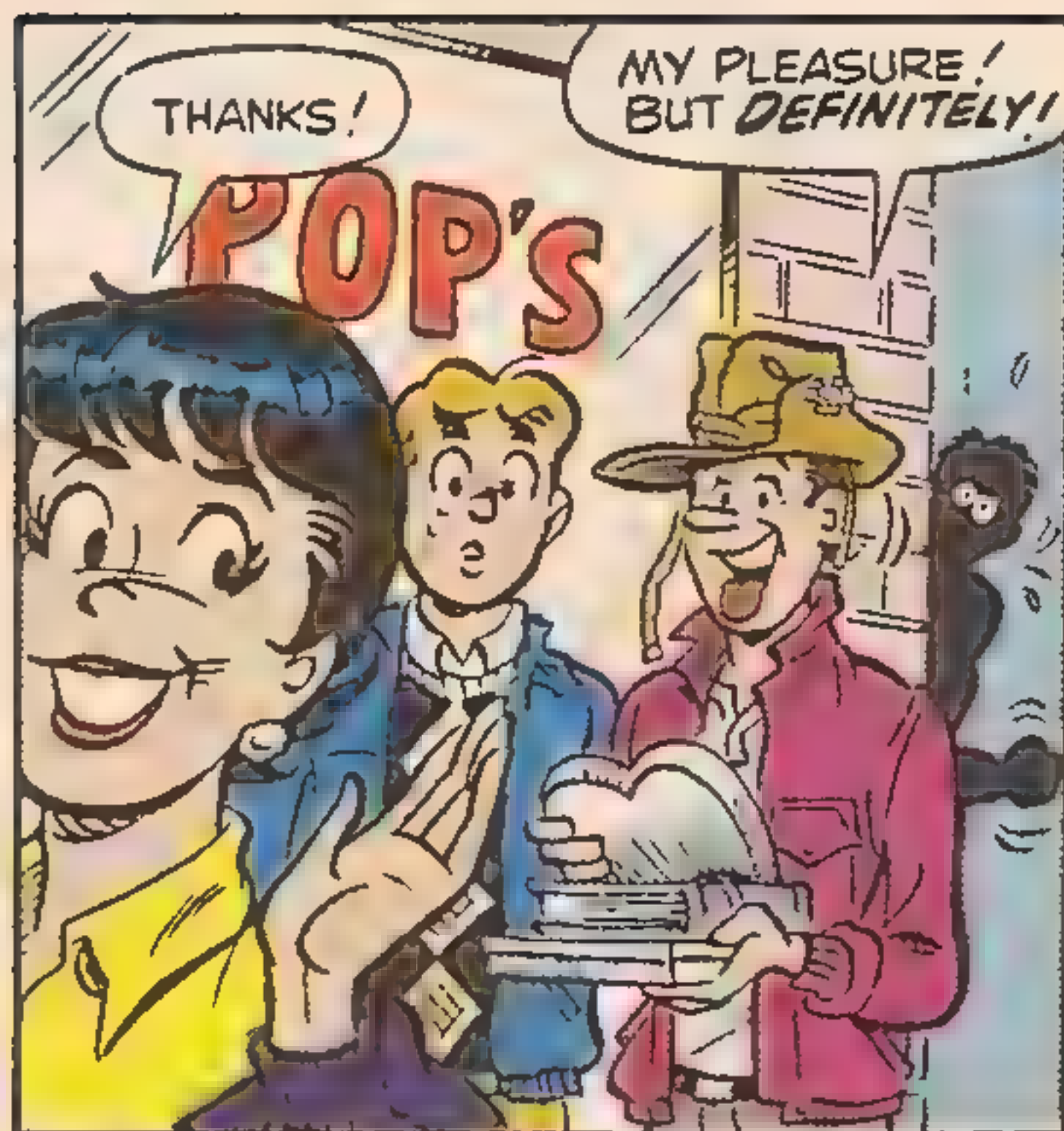












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☐ LITTLE ARCHIE COMICS DIGEST	☐ BETTY AND VERONICA COMICS DIGEST
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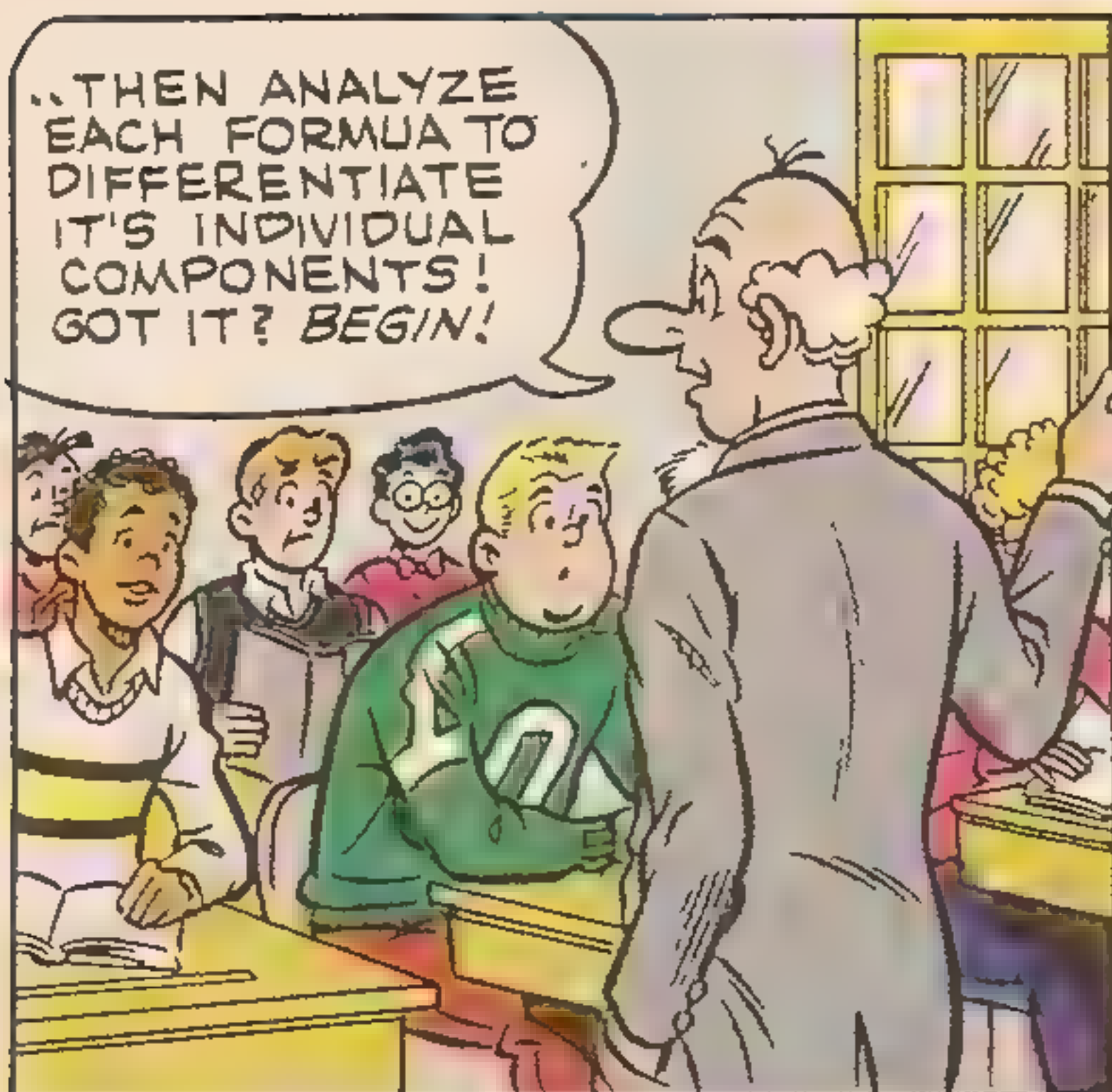
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BOY ☐ GIRL ☐

TOTAL AMOUNT ENCLOSED.

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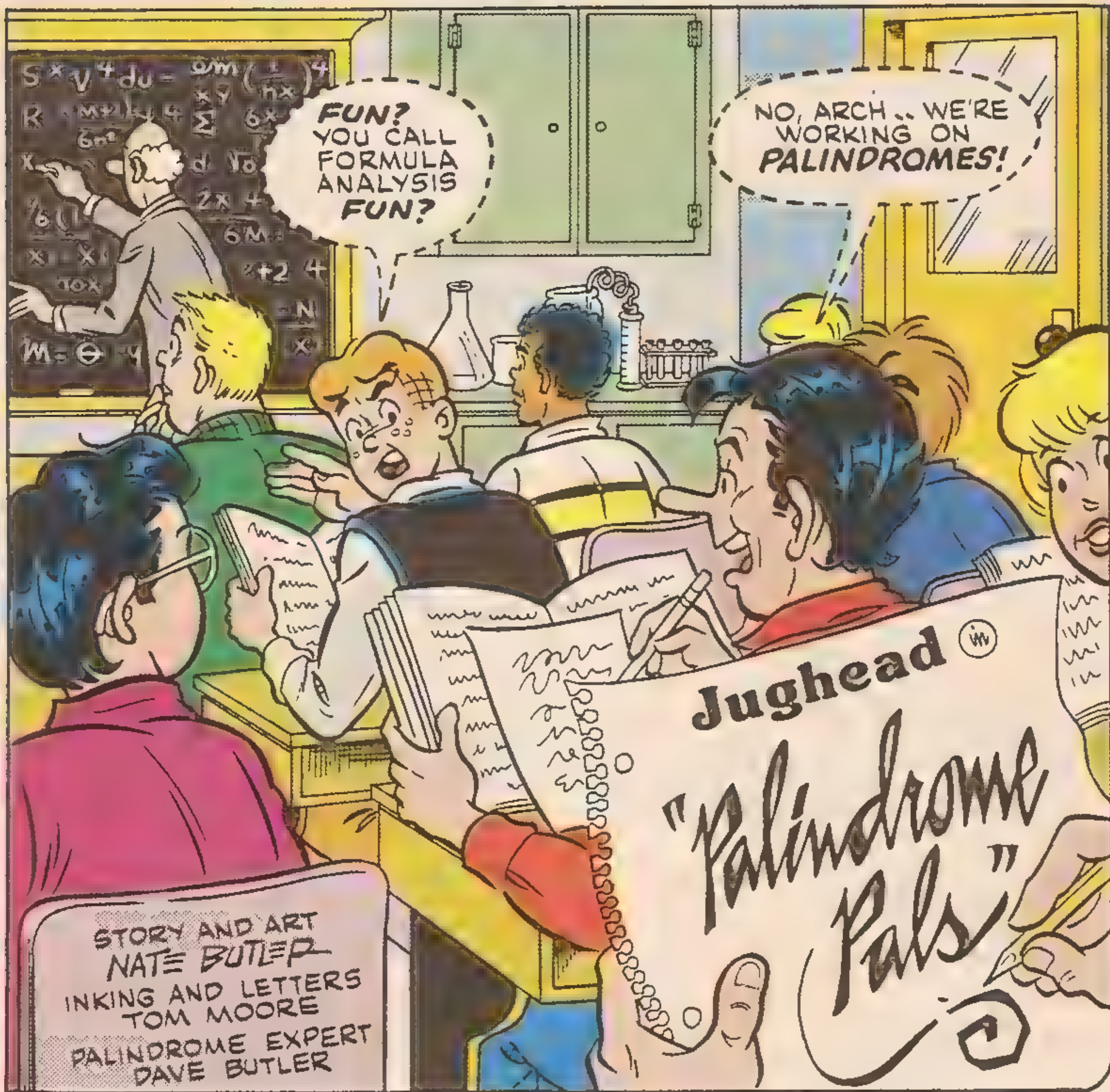


.. THEN ANALYZE EACH FORMUA TO DIFFERENTIATE IT'S INDIVIDUAL COMPONENTS! GOT IT? *BEGIN!*



HEY! THAT'S A **GREAT** ONE!

THIS IS **FUN!**



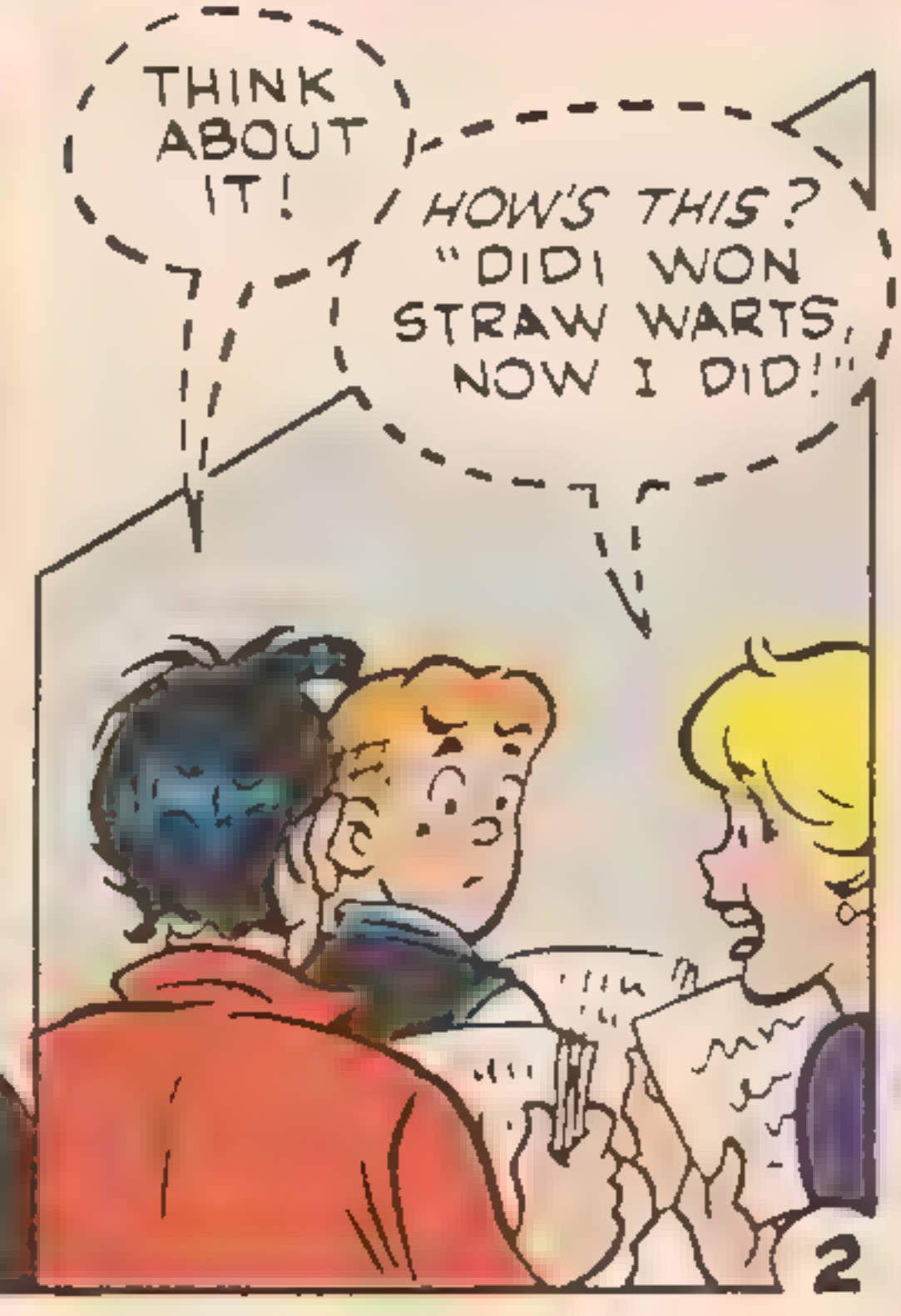
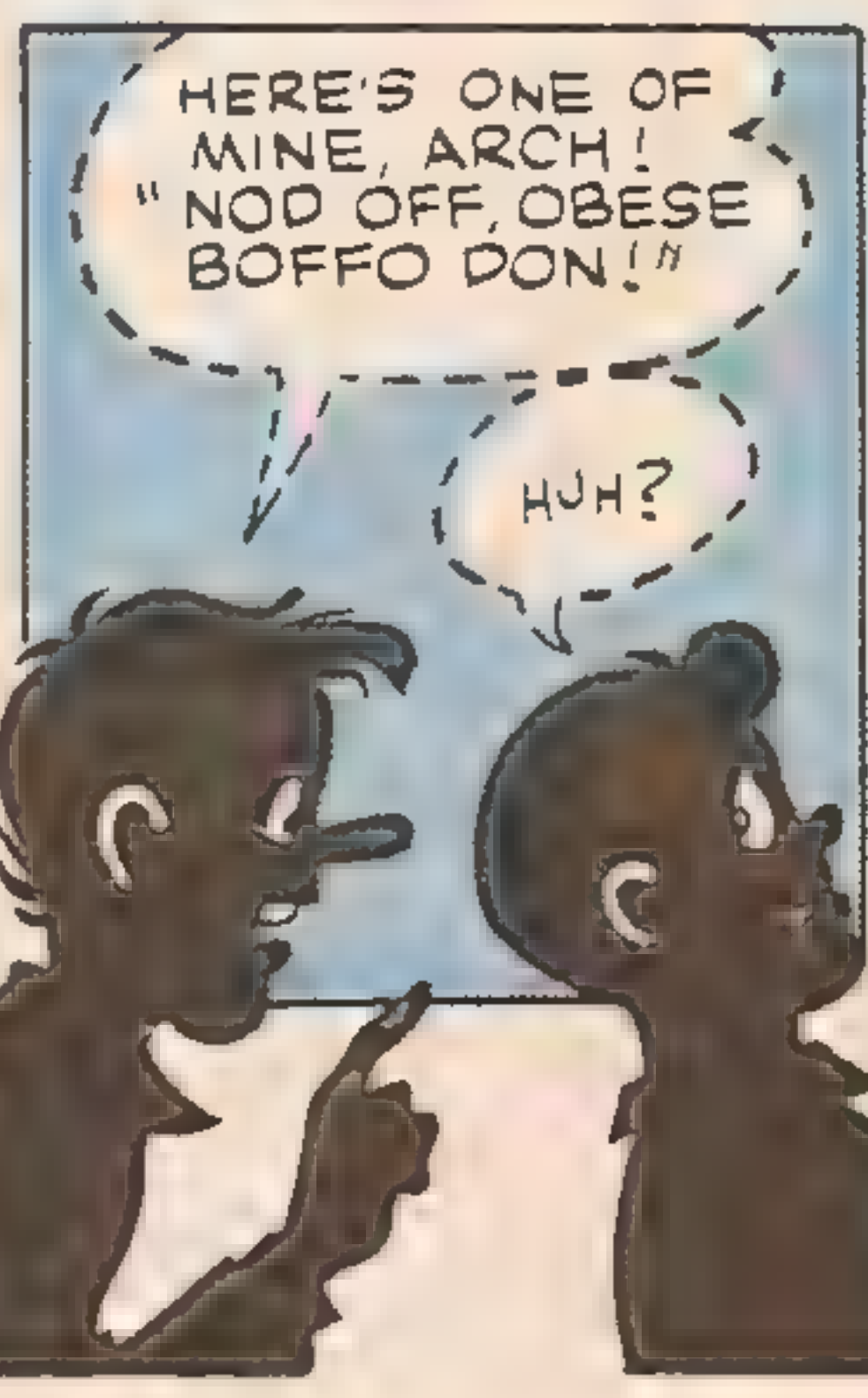
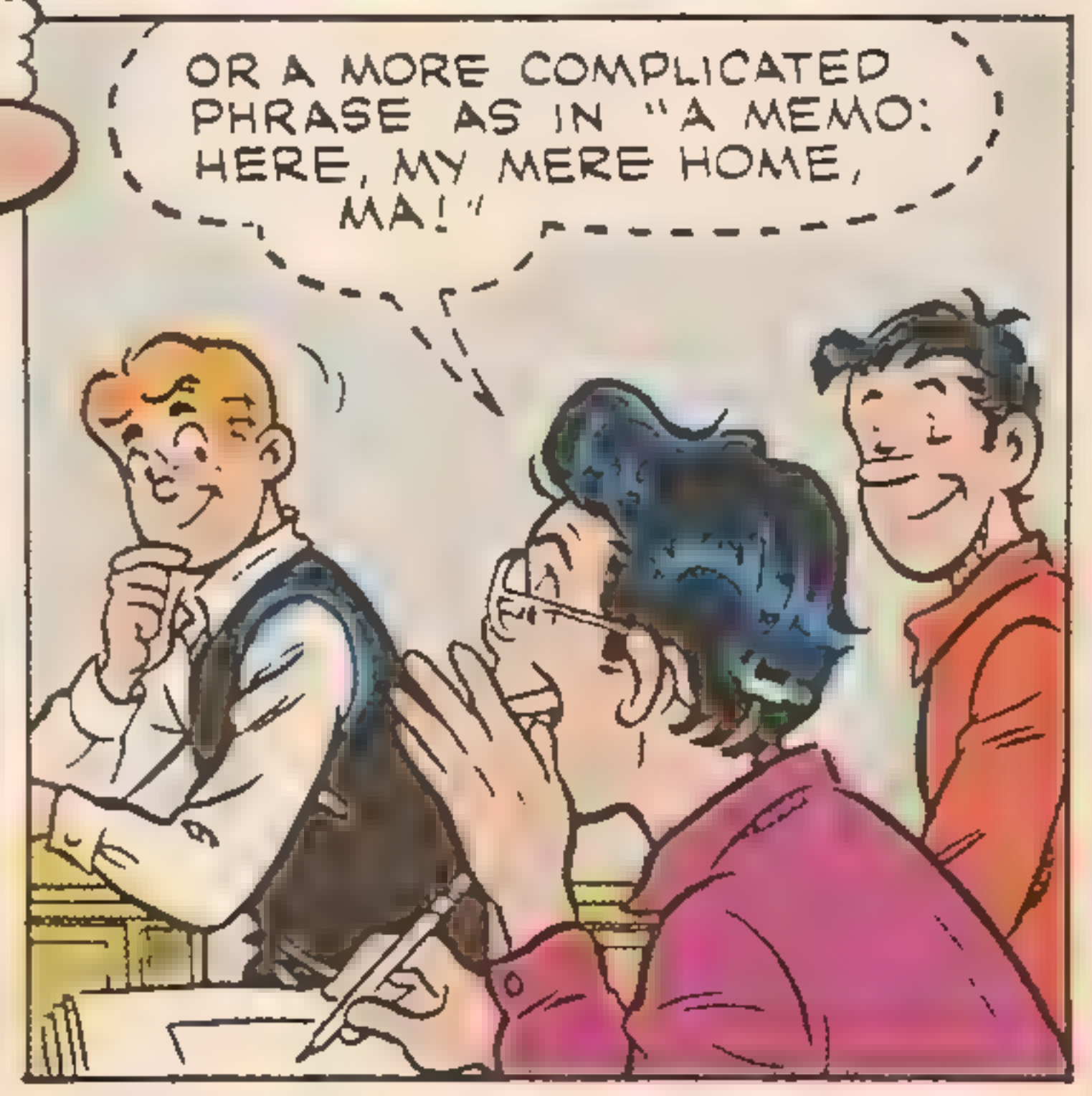
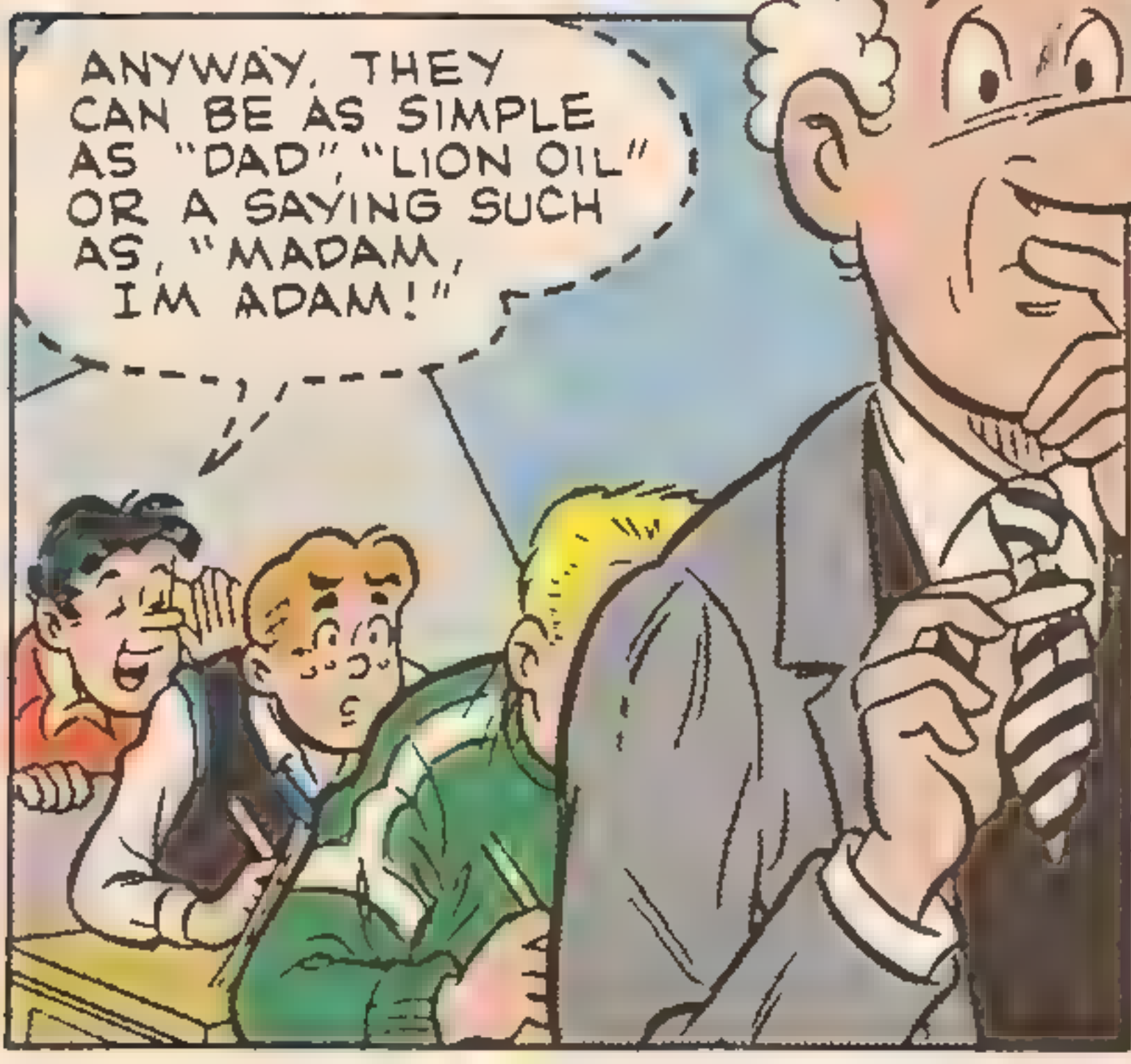
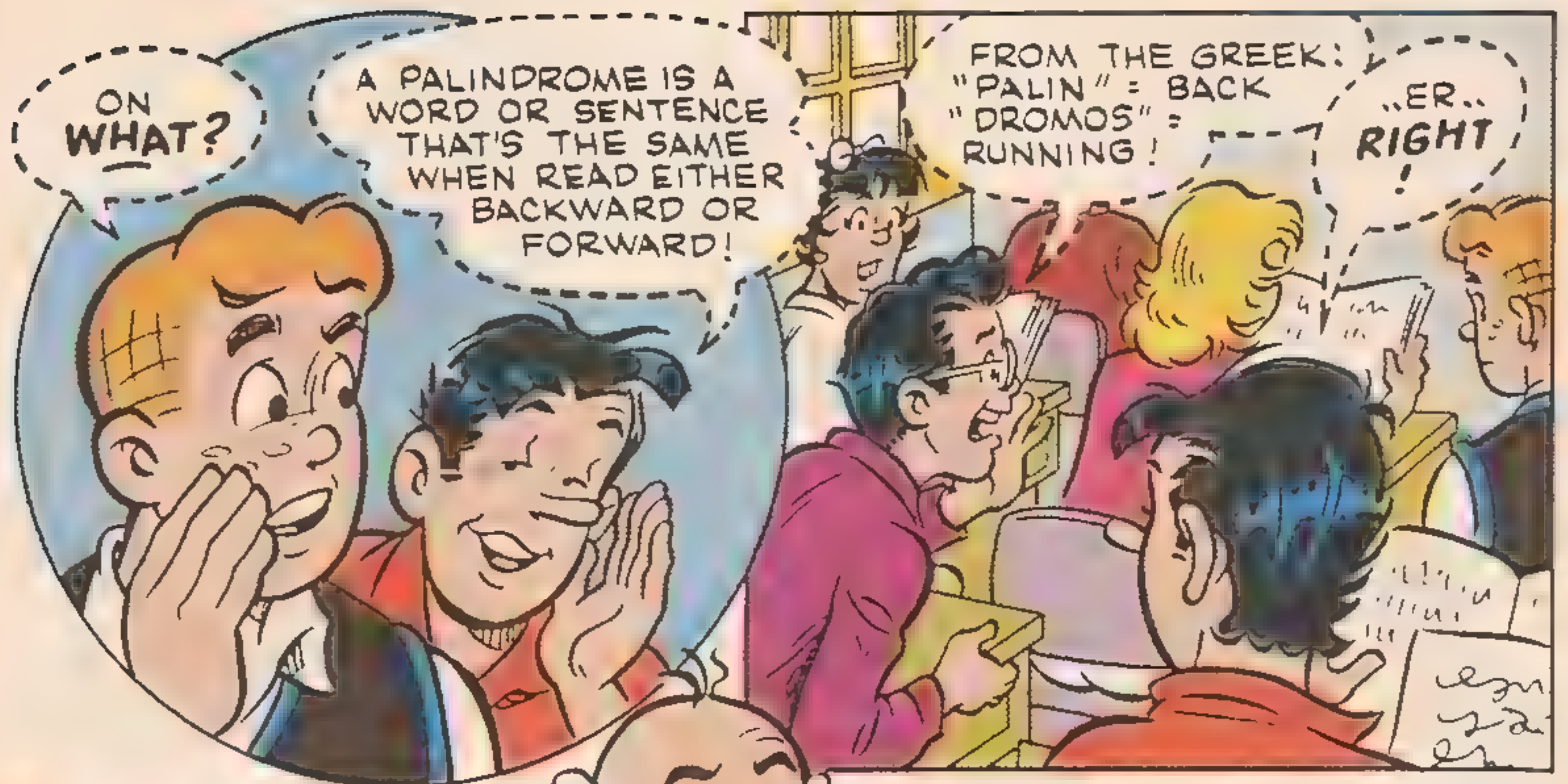
FUN? YOU CALL FORMULA ANALYSIS **FUN?**

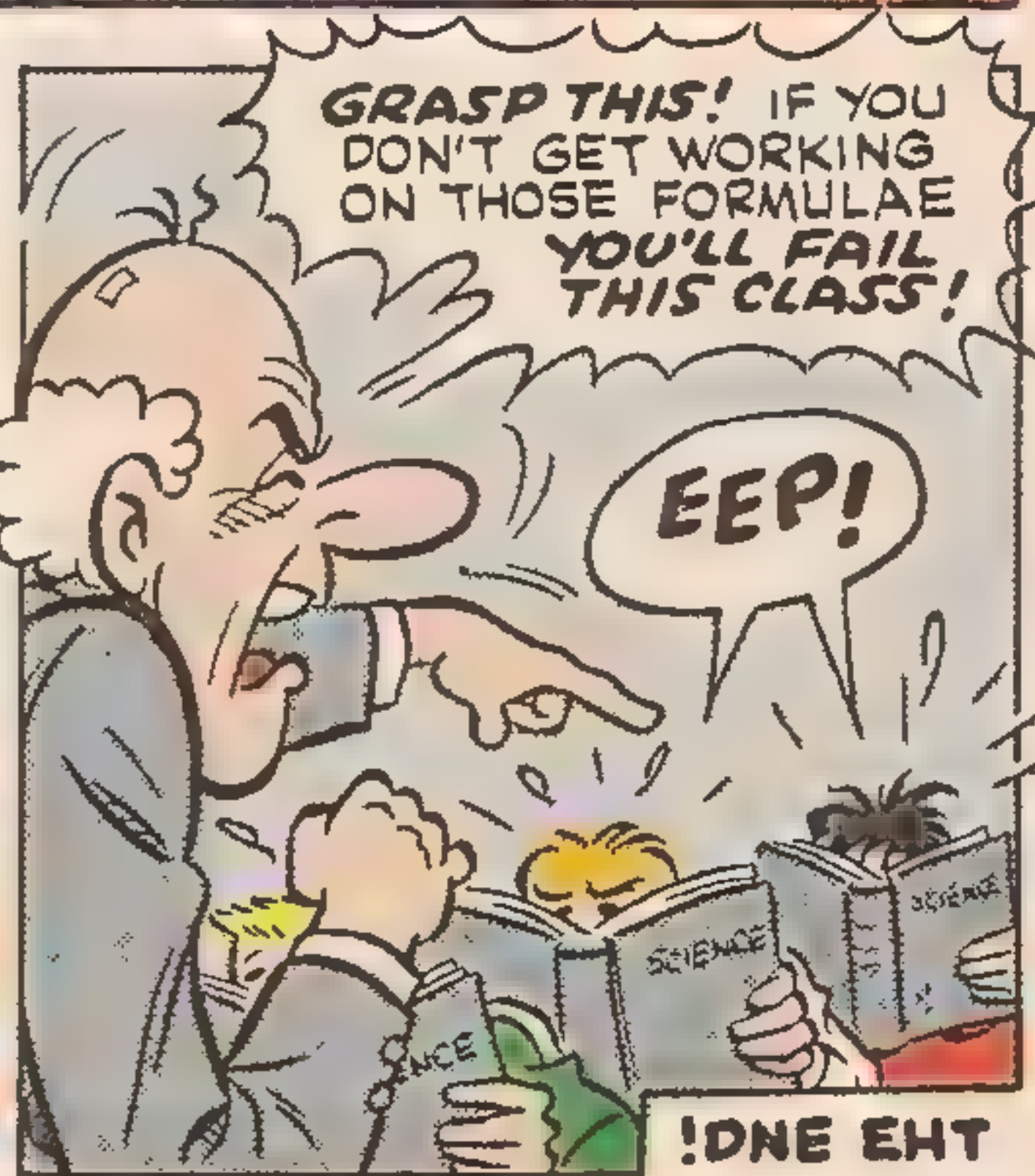
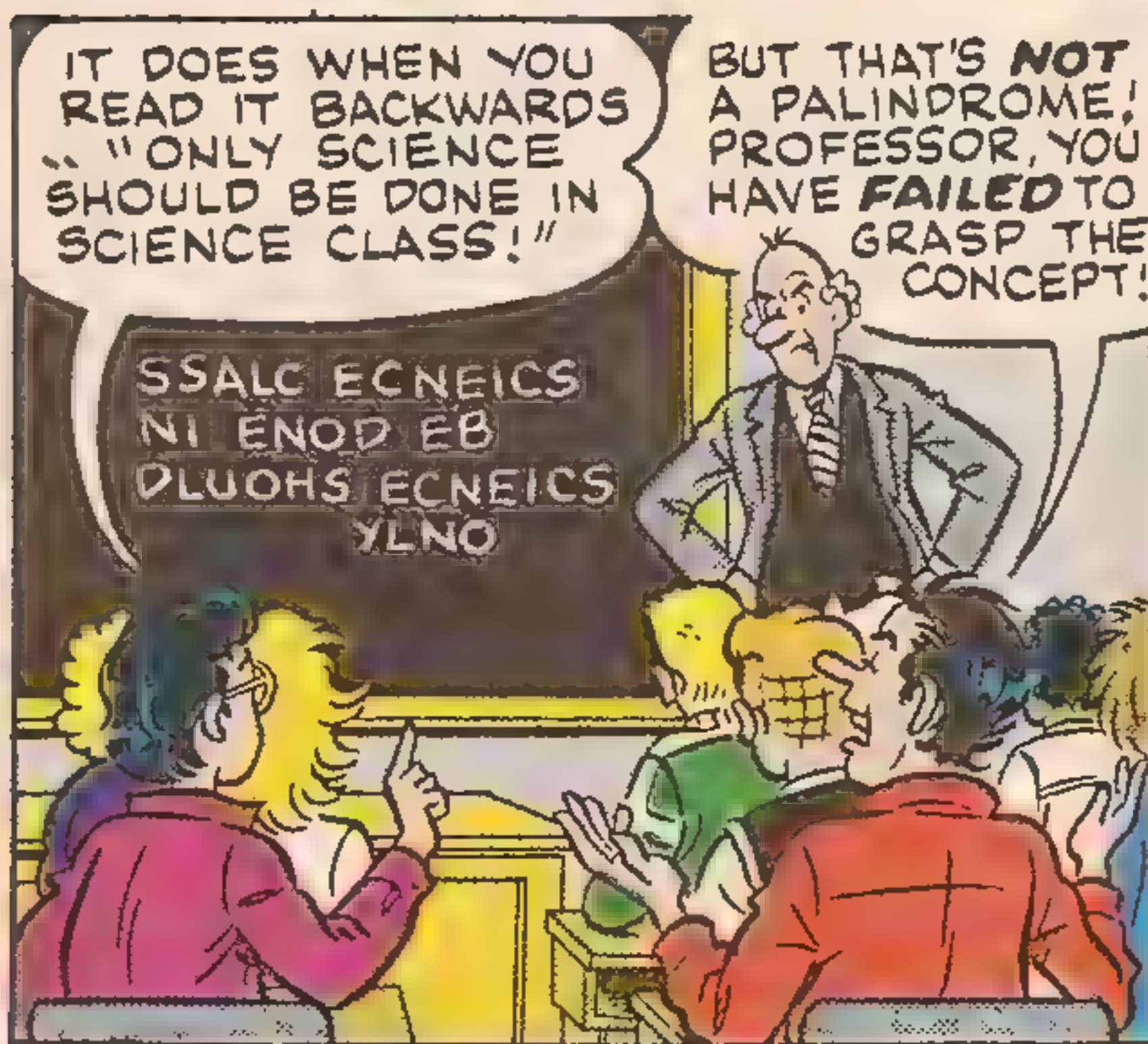
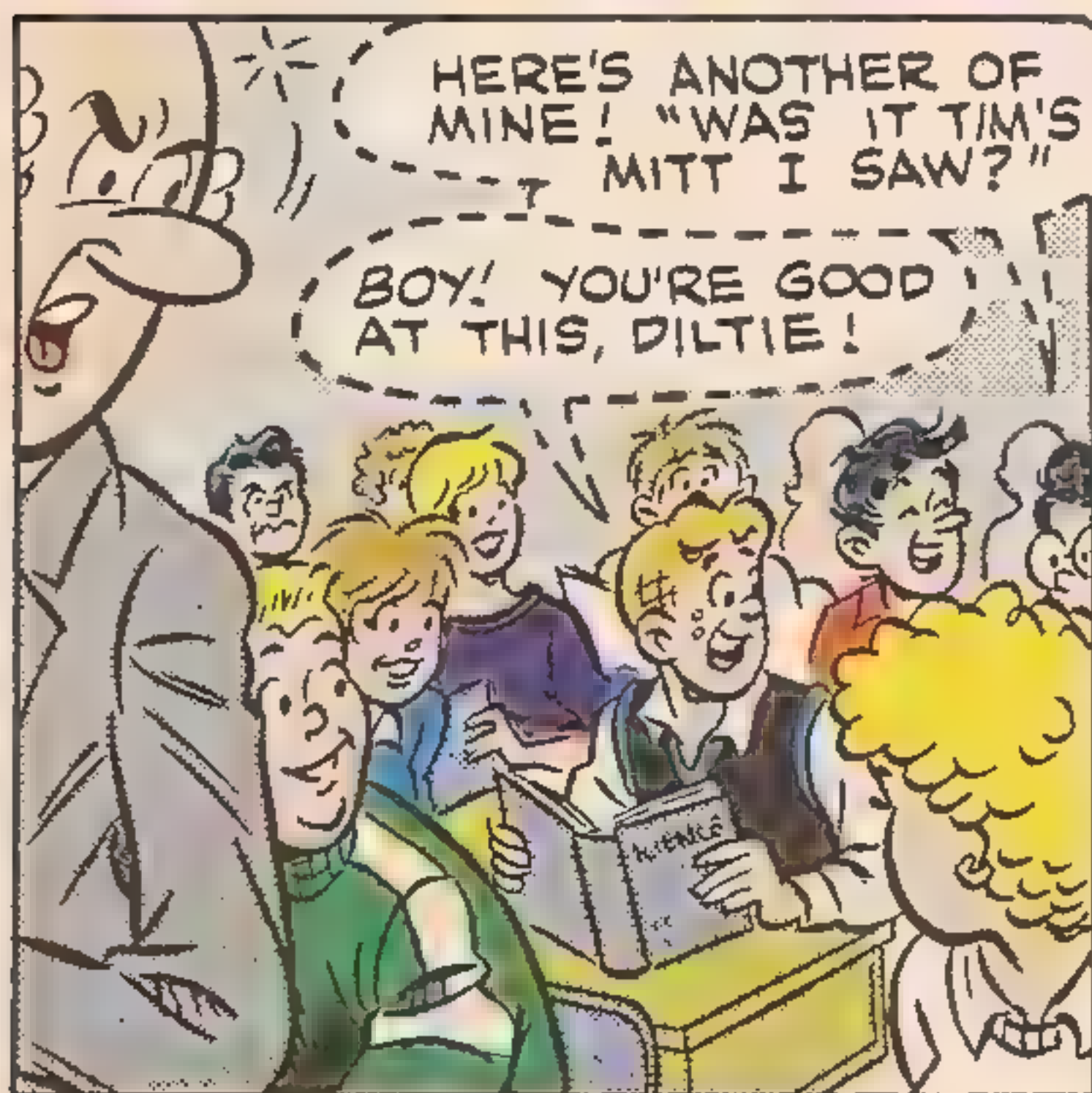
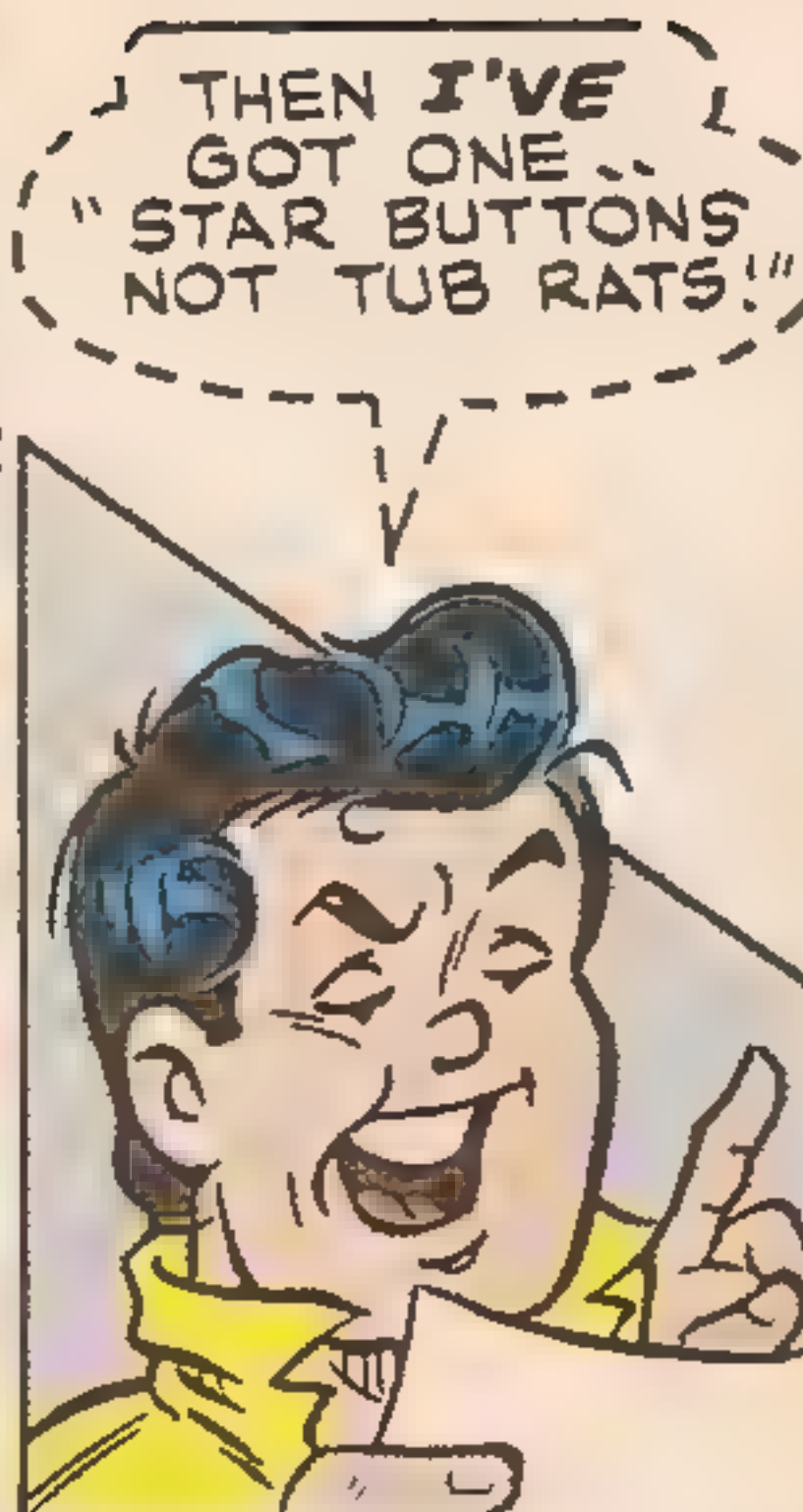
NO, ARCH.. WE'RE WORKING ON **PALINDROMES!**

Jughead 

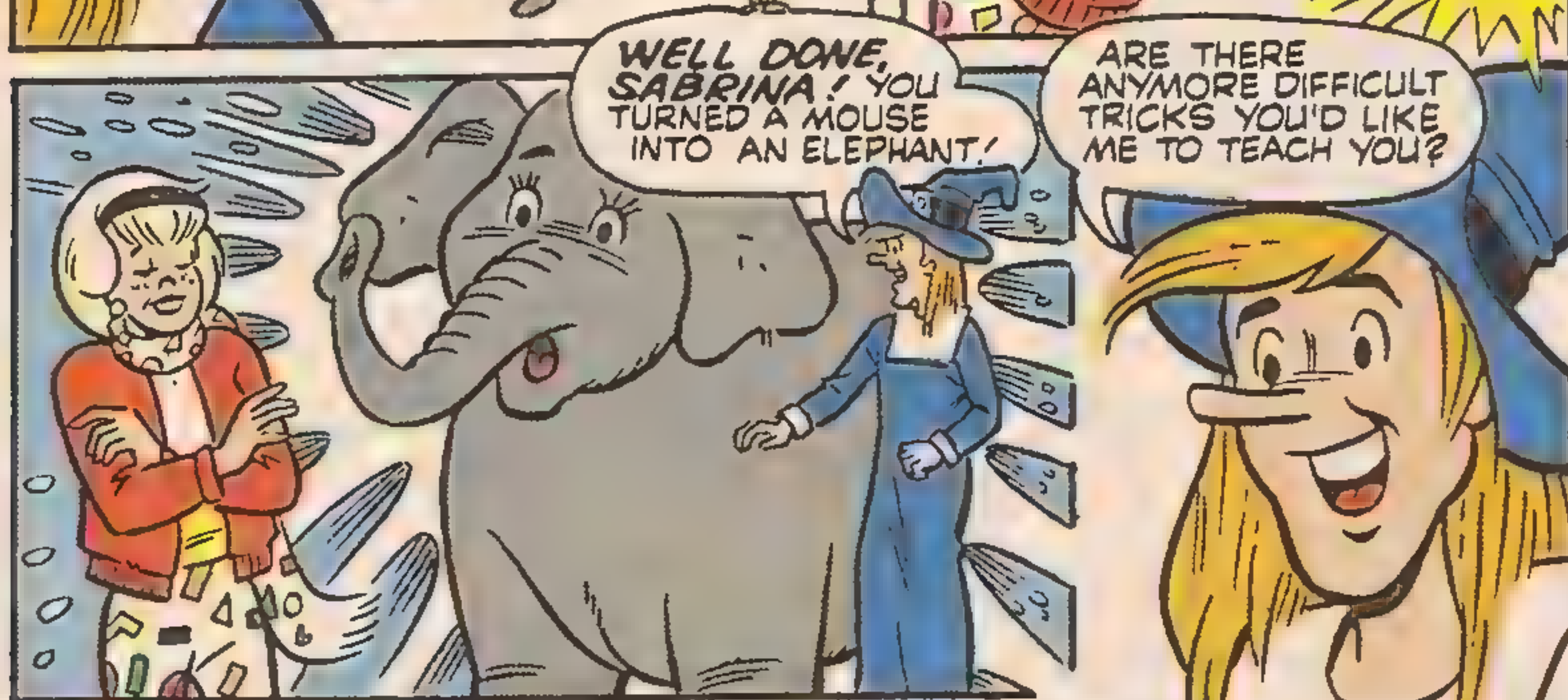
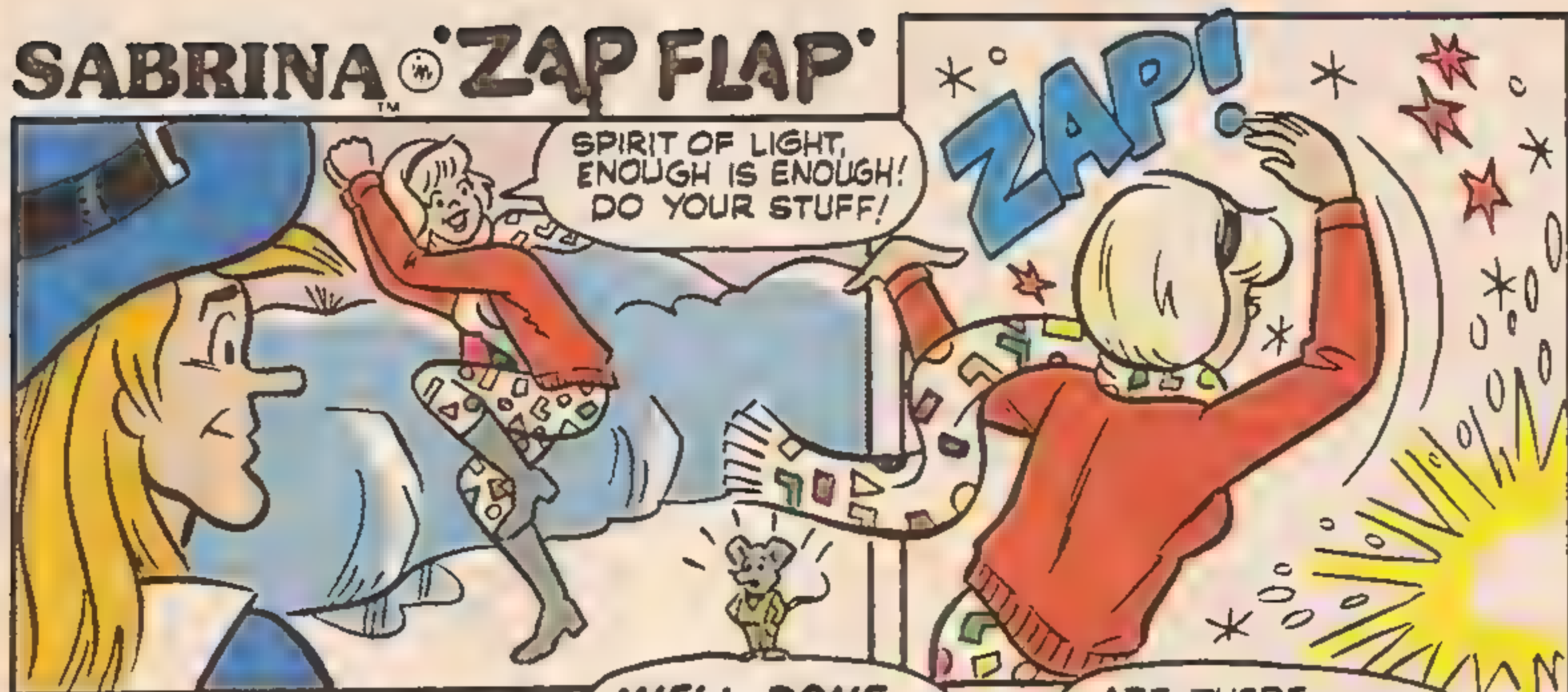
"Palindrome Pals"

STORY AND ART
NATE BUTLER
INKING AND LETTERS
TOM MOORE
PALINDROME EXPERT
DAVE BUTLER





SABRINA 'ZAP FLAP'



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(OFFER
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JUNE 30,
1988)

**IT'S YOUR CHOICE! THE MORE YOU ORDER...
THE MORE YOU SAVE!!!**

- ☐ **2** ISSUE
SUBSCRIPTION FOR **\$1.00 !!** YOU SAVE
50¢!!
- ☐ **4** ISSUE
SUBSCRIPTION FOR **\$2.00 !!** YOU SAVE
\$1.00!!
- ☐ **7** ISSUE
SUBSCRIPTION FOR **\$3.00 !!** YOU SAVE
\$2.25!!
- *NO FOREIGN ORDERS ACCEPTED!***

NAME _____ AGE _____ ☐ BOY
(PLEASE PRINT) FIRST LAST ☐ GIRL

ADDRESS _____

CITY & STATE _____ ZIP _____

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IN U.S. CURRENCY OR BY INTERNATIONAL MONEY ORDER.

STEP RIGHT UP!
FOR THE **GREATEST**
DEAL IN COMICS!!

GET **2**
COMICS FOR
ONLY \$1.00! YOU
SAVE 50¢ OFF THE
NEWSSTAND PRICE!
BUY THEM ALL
AND SAVE \$\$\$\$!

NEVER MISS
ANOTHER
ISSUE!

**2 COMIC BOOKS
FOR
\$1.00**

CHECK YOUR
CHOICES!

YOU'LL
SAVE
MONEY & HAVE
THESE COMICS SENT
RIGHT TO YOUR HOME!

CHECKLIST

- ☐ **ARCHIE #355**
- ☐ **ARCHIE'S PALS
'N' GALS #195**
- ☐ **BETTY & ME #165**
- ☐ **LIFE WITH ARCHIE #265**
- ☐ **EVERYTHING'S
ARCHIE #134**

2
ISSUES
FOR
\$1.00



MAIL
TO:

ARCHIE'S CHECKLIST
c/o ARCHIE COMIC PUB., INC.
325 FAYETTE AVENUE
MAMARONECK, N.Y. 10543

BOY ☐
GIRL ☐

(OFFER EXPIRES DECEMBER 31, 1987)

NAME _____ AGE _____
(PLEASE PRINT) FIRST LAST

ADDRESS _____

CITY _____ STATE & ZIP _____

TOTAL / AMOUNT ENCLOSED \$ _____

POSTAGE AND HANDLING PAID.
PLEASE ALLOW 6 TO 10 WEEKS FOR DELIVERY

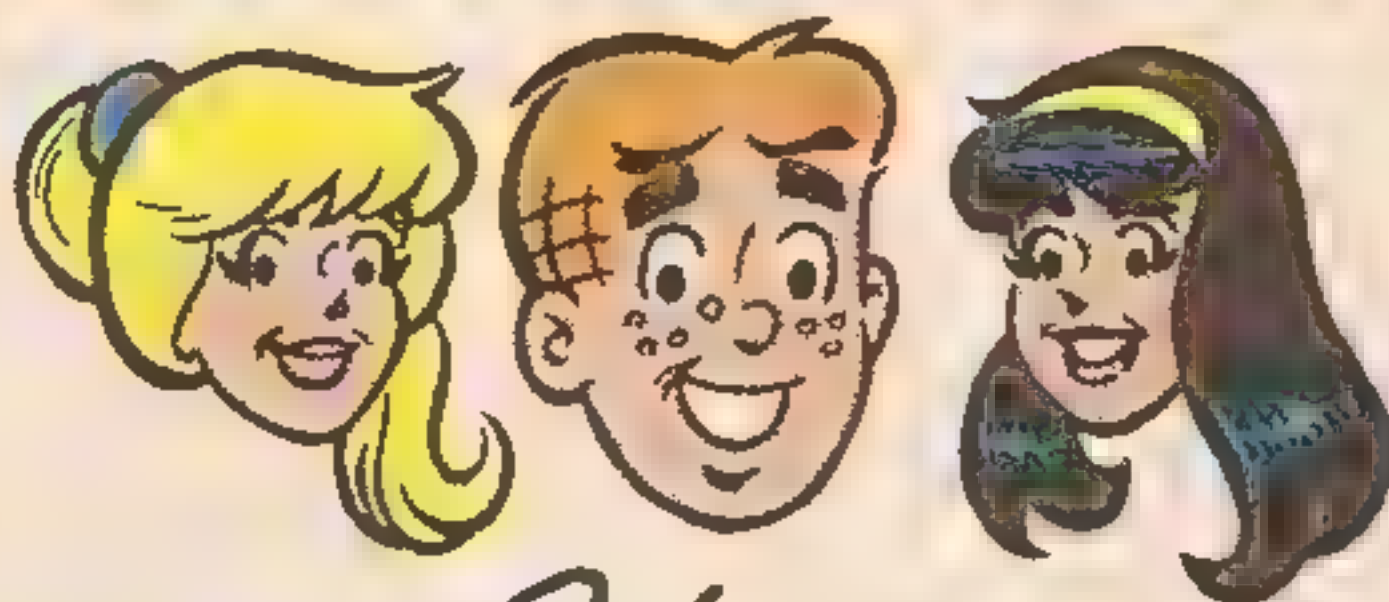
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10¢ PER TITLE FOR POSTAGE AND HANDLING. PAYMENT MUST BE
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PERSONALIZED 'SEW-ON' PATCHES!

ACTUAL
SIZE!

WASHABLE
FABRIC!

Archie Club



MADE
IN THE
USA!

Your
Name

Kathy

Sal
Nanci
Marc
Lisa
Michael

Ellen Dan Patty Stephanie Bill
Wayne
Juan

HEY GANG! YOU'LL LOVE THESE
MULTI-COLORED ARCHIE CLUB CLOTH
PATCHES! WE'LL EMBROIDER
YOUR NAME ONTO THESE
GREAT PATCHES!

SEW THEM ONTO
HATS, JACKETS, PANTS,
JAMS OR WHATEVER!

Richard

GREAT GIFTS!
FOR FAMILY AND FRIENDS!



NAME AS IT WILL APPEAR ON PATCH
(First name only! Maximum 12 letters.)

MAIL TO:

Archie
Patches

c/o Archie Comic Pub.
325 Fayette Ave.
Mamaroneck, NY 10543

Use separate sheets for additional orders. For each patch
ordered, I have enclosed \$3.00 payable in U.S. currency
(no foreign orders). Please allow 3-6 weeks for delivery.

NUMBER
OF PATCHES
ORDERED

(OFFER EXPIRES MARCH 31, 1988)

☐ BOY ☐ GIRL

NAME

AGE

(PLEASE PRINT)

FIRST

LAST

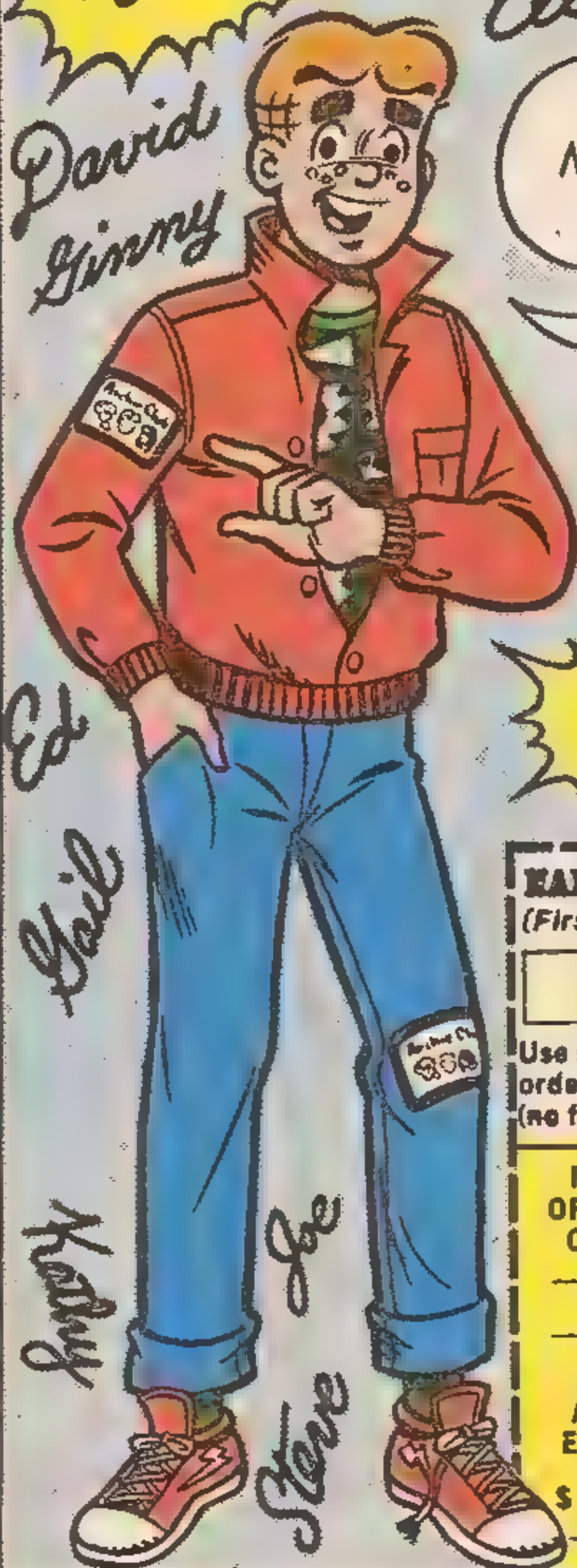
ADDRESS

TOTAL
AMOUNT
ENCLOSED

CITY/STATE

ZIP

Made in the U.S.A. Not available in any stores!
Available in U.S. and Canada only!



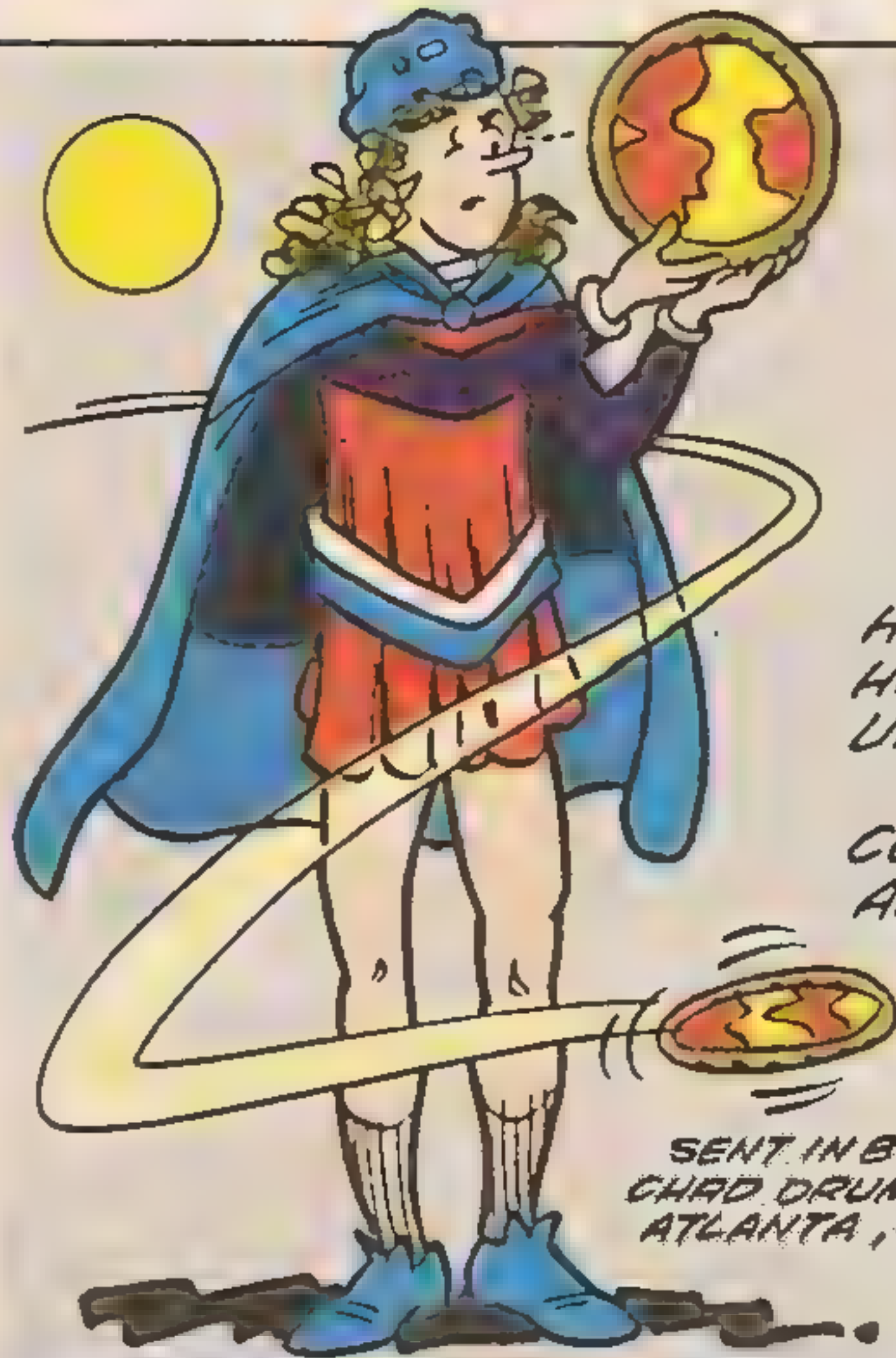
David
Ginny

Ed
Gail

Kathy

Joe
Steve

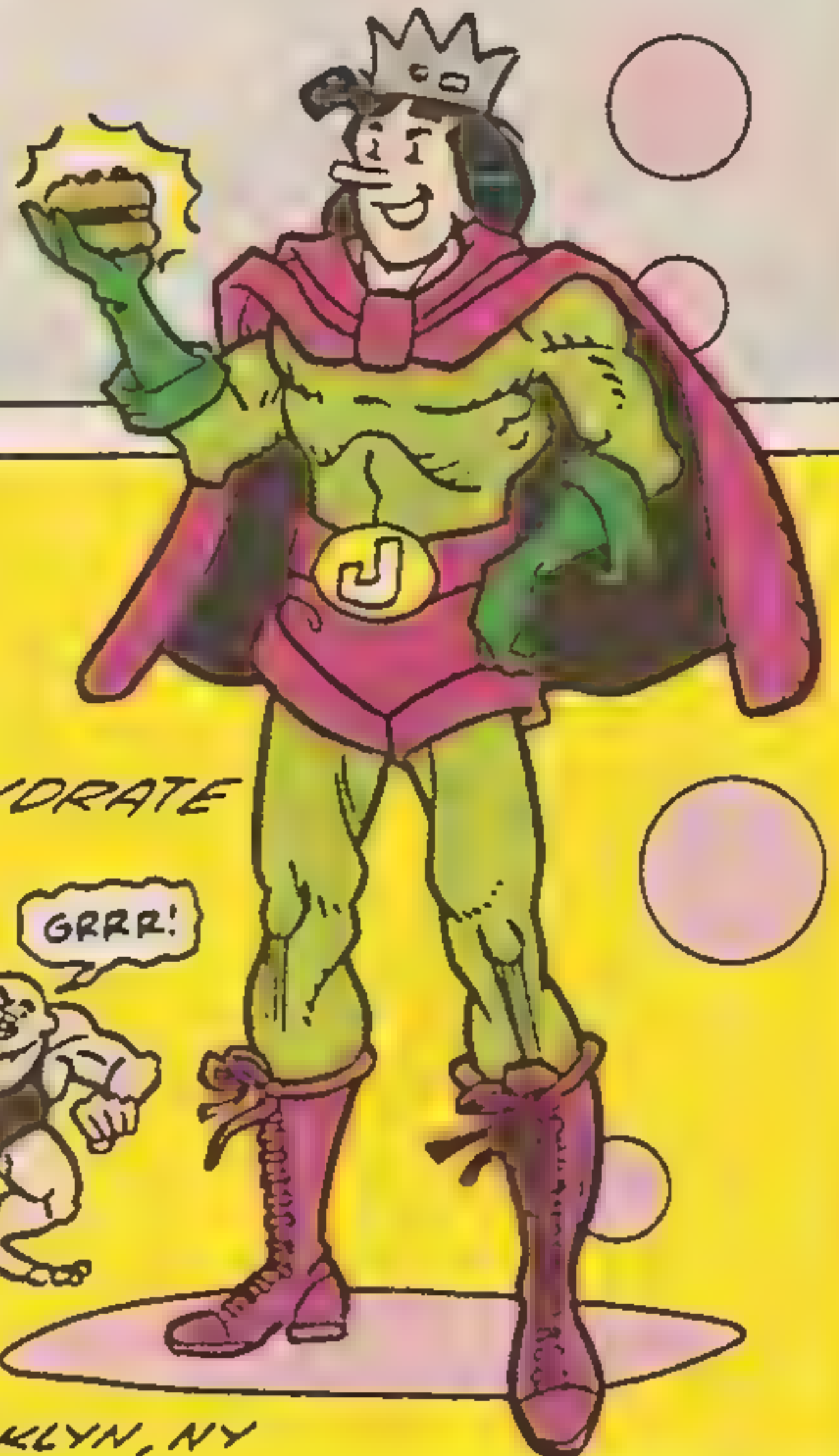
Jughead's



SIR VINCENT, A.K.A. VINNY, JONES OF ITALY MADE A GREAT CONTRIBUTION TO THE WORLD BY INVENTING A CIRCULAR FOOD NOVELTY CALLED "PIDZA". UNFORTUNATELY, BY USING A UNIQUE COMBINATION OF INGREDIENTS, SIR VINCENT ALSO INVENTED A PRIMITIVE FORM OF PLASTIC, RENDERING HIS "PIDZA" INEDIBLE!.. BUT HIGHLY AERODYNAMIC, NOT UNLIKE TODAY'S FRISBEE.

IN 1491, CHRISTOPHER COLUMBUS SAW THE "PIDZA" AND STARTED TO THINK OF THE WORLD AS ROUND!!

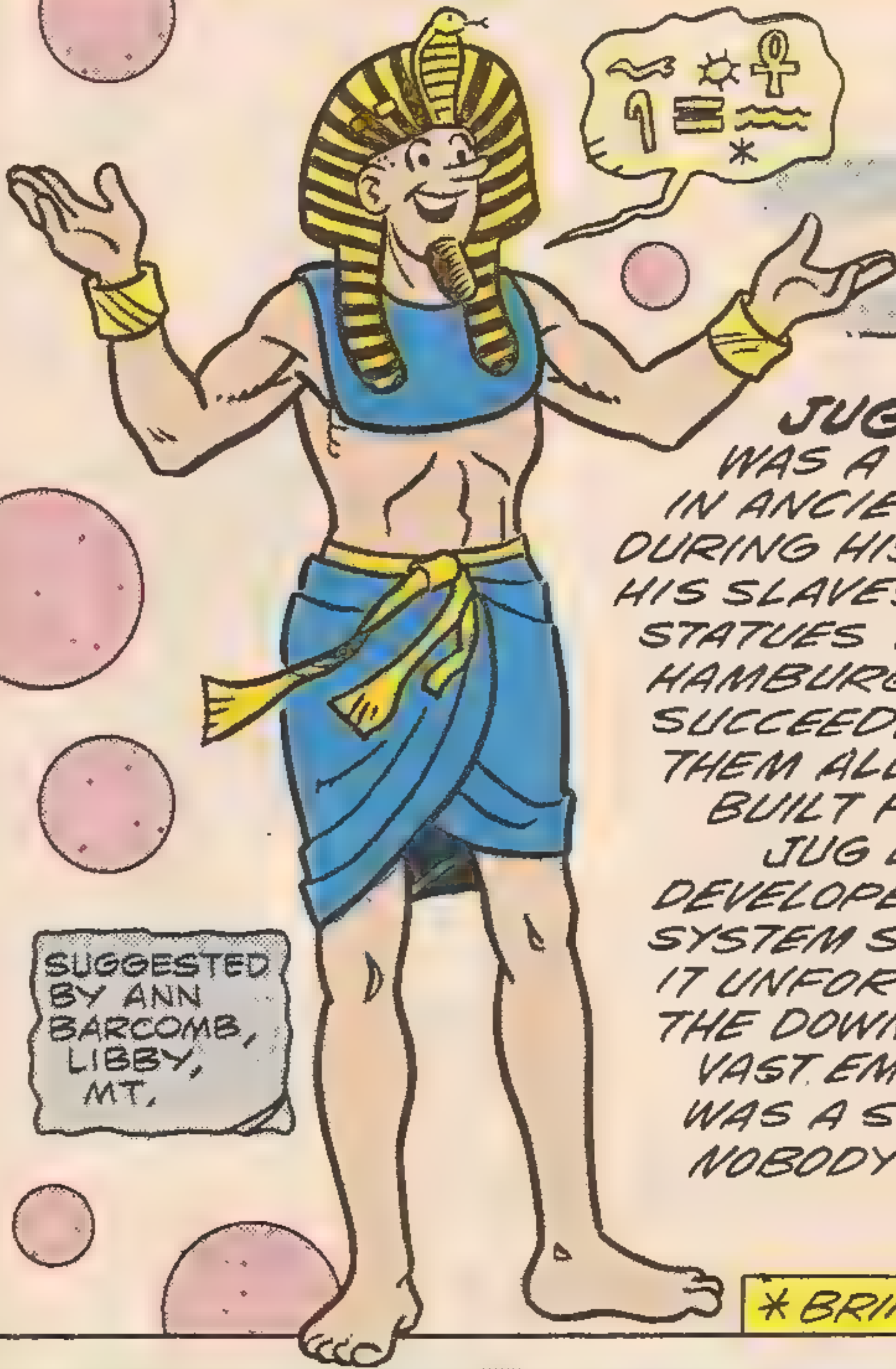
SENT IN BY
CHAD DRUMMOND,
ATLANTA, GA



"HULK" JONES, JUGHEAD'S FIFTEENTH COUSIN, TWICE REMOVED, IS A CHAMPION WRESTLER. HE OWES HIS STRENGTH TO A HIGH CARBOHYDRATE DIET CONSISTING MOSTLY OF HAMBURGERS! HE ALMOST 'THREW' A MATCH WITH MUTANT MULBERG FOR A LIFETIME SUPPLY OF WALLY BURGERS... THAT WAS UNTIL THE HULKER DISCOVERED WALLY MADE HIS BURGERS OF SOY BEANS AND SAW DUST!

SENT IN BY STINKY WEINTRAUB, BROOKLYN, NY

FAMILY TREE!



JUG ENTUTUM
 WAS A GREAT RULER
 IN ANCIENT EGYPT.
 DURING HIS REIGN, HE HAD
 HIS SLAVES ERECT MASSIVE
 STATUES RESEMBLING
 HAMBURGERS! THE
 SUCCEEDING RULER TORE
 THEM ALL DOWN AND
 BUILT PYRAMIDS!

JUG ENTUTUM ALSO
 DEVELOPED AN ECONOMIC
 SYSTEM SIMILAR TO CREDIT.
 IT UNFORTUNATELY CAUSED
 THE DOWNFALL OF HIS
 VAST EMPIRE BECAUSE IT
 WAS A SYSTEM WHERE
 NOBODY WAS PAID BACK!

SUGGESTED
 BY ANN
 BARCOMB,
 LIBBY,
 MT.

*** BRING ME BURGERS!**

... AND THANKS TO...
 SHARI PETERSON
 BLOOMINGTON, MN

JENNY MACHURA
 PARK FOREST, IL

STEVE KROHLMIN
 LOS ANGELES, CA

WOW! KEEP SENDING
 THOSE DESCRIPTIONS OF
 JUGHEAD'S LONG LOST
 ANCESTORS AND THEIR
 STORIES TO...

JUGHEAD'S FAMILY TREE!

* % ARCHIE COMIC PUBLICATIONS
 325 FAYETTE AVENUE
 MAMARONECK, NY 10543

HANG OUT WITH US!
COLLECT ALL FIVE OF
THESE EXCITING
POSTERS!!

YEAH, ARCH! WE'RE ON
3 WALL POSTERS AND
TWO 6 FOOT TALL
DOOR POSTERS!

FULL
COLOR!

A. (22" x 28")

OH YEAH...
SURE!

B.

(22" x 28")

E. (26" x 76")

D. (26" x 76")

(22" x 28")

Enclosed find \$4.00 for each 22"x28" poster, and \$8.00 for each 26"x76" poster. Include \$2.00 per order for shipping and handling. (\$4.00 in Canada). Payable in U.S. Currency (no foreign orders). Please allow 3-6 weeks for delivery.

- ☐ A. Jughead Oh Yeah Sure (22"x28")
- ☐ B. Let's Get Cozy (22"x28")
- ☐ C. Archie Soda Shop w/Betty & Veronica (22"x28")
- ☐ D. Archie (Door Poster)
- ☐ E. Jughead (Door Poster)
- ☐ All five Posters for \$25 (save \$3.00)

Archie's Posters

(Offer expires March 31, 1988)

Mail to:

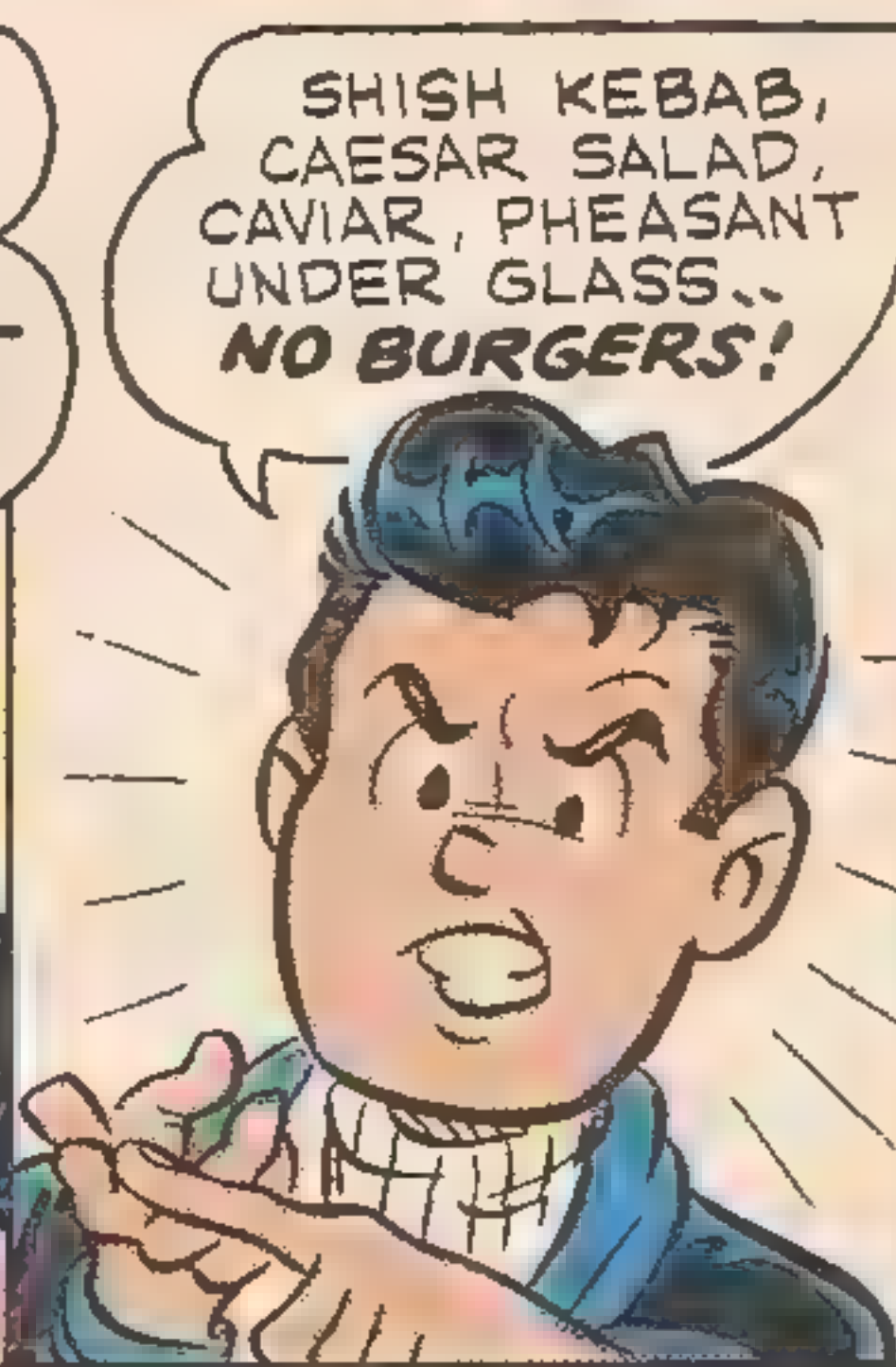
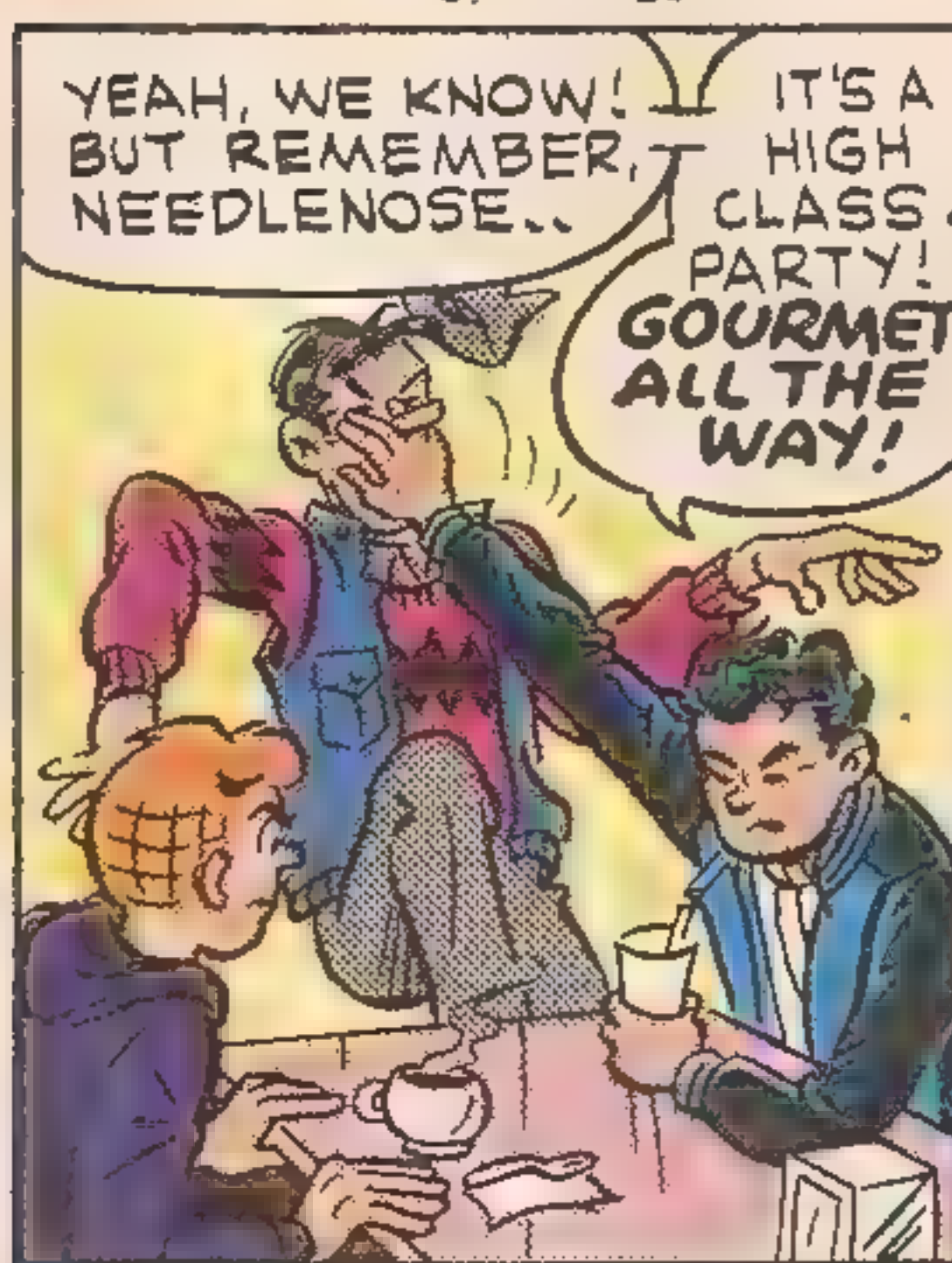
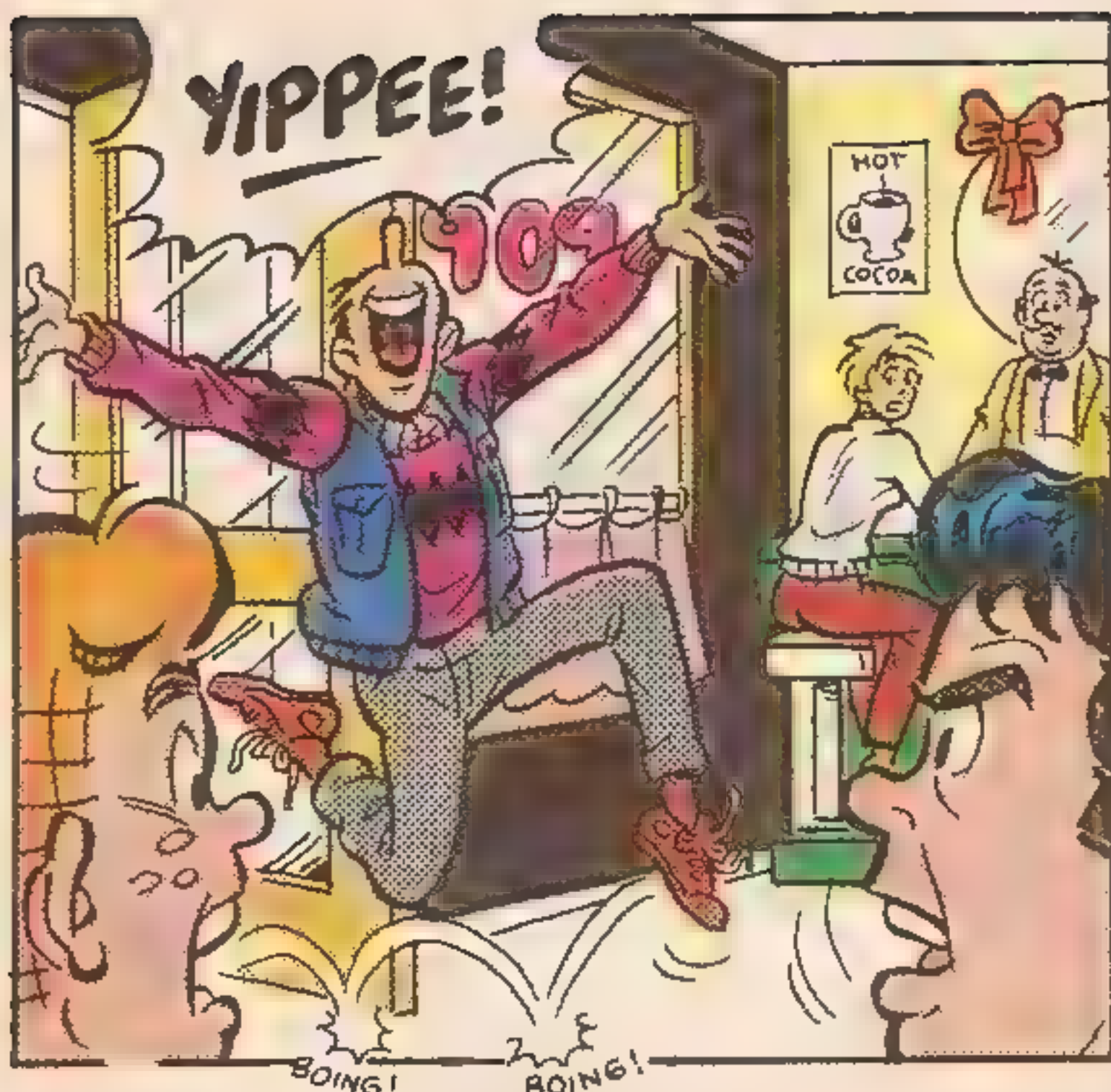
Archie's Posters
Archie Comics
325 Fayette Ave.
Mamaroneck, NY 10543

Name ☐ Boy ☐ Girl

Address

City State Zip

Available in U.S. and Canada only!



THAT AFTERNOON IN
THE LODGE KITCHEN..

WHEW!

SIX AND A HALF HOURS!
BUT IT WAS WORTH IT..
WAIT UNTIL THE GANG
SEES THIS SPREAD!

'T WAS THE
NIGHT BEFORE
CHRISTMAS, AND
ALL THROUGH THE
HOUSE.. NOT A
CREATURE WAS
STIRRING, NOT
EVEN A **MOUSSE!**

CHOCOLATE
MOUSSE
THAT IS!
N'YUK
N'YUK!



GASTON!
GASTON!
WHERE'S
GASTON?!

..UH..
HI, MR.
LODGE!

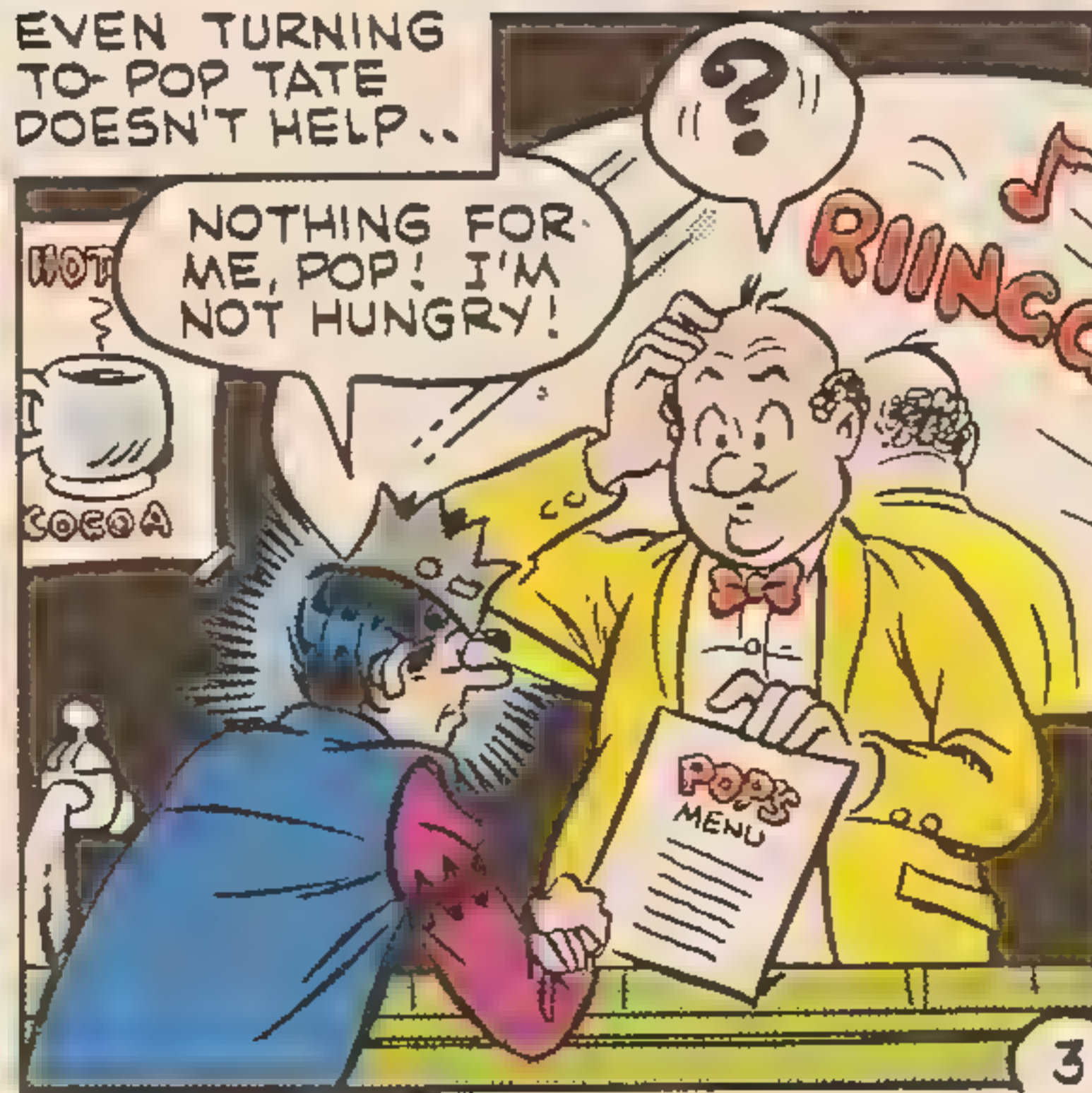
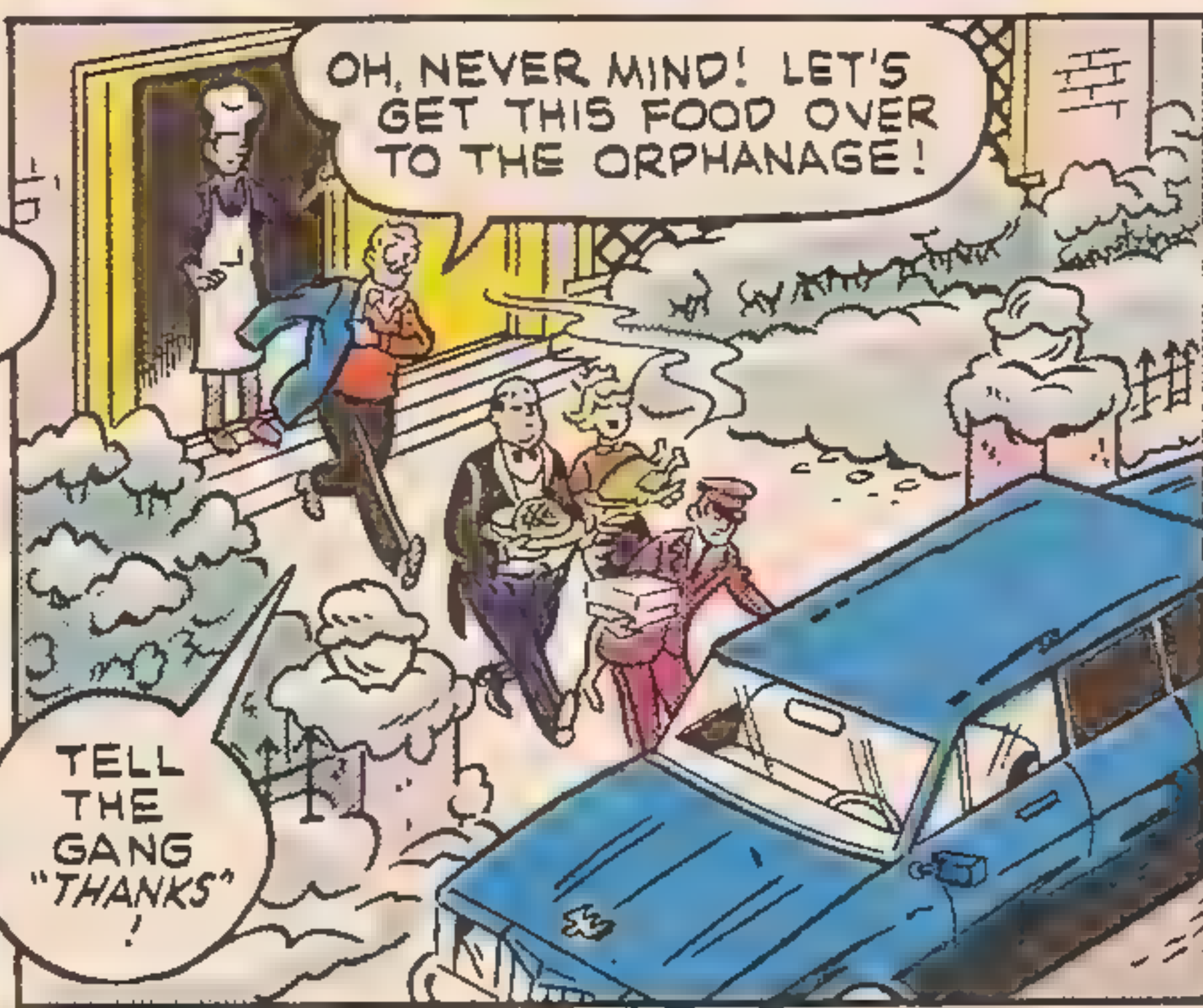
DON'T TELL
ME.. HE'S
LEFT ON HIS
CHRISTMAS
VACATION?

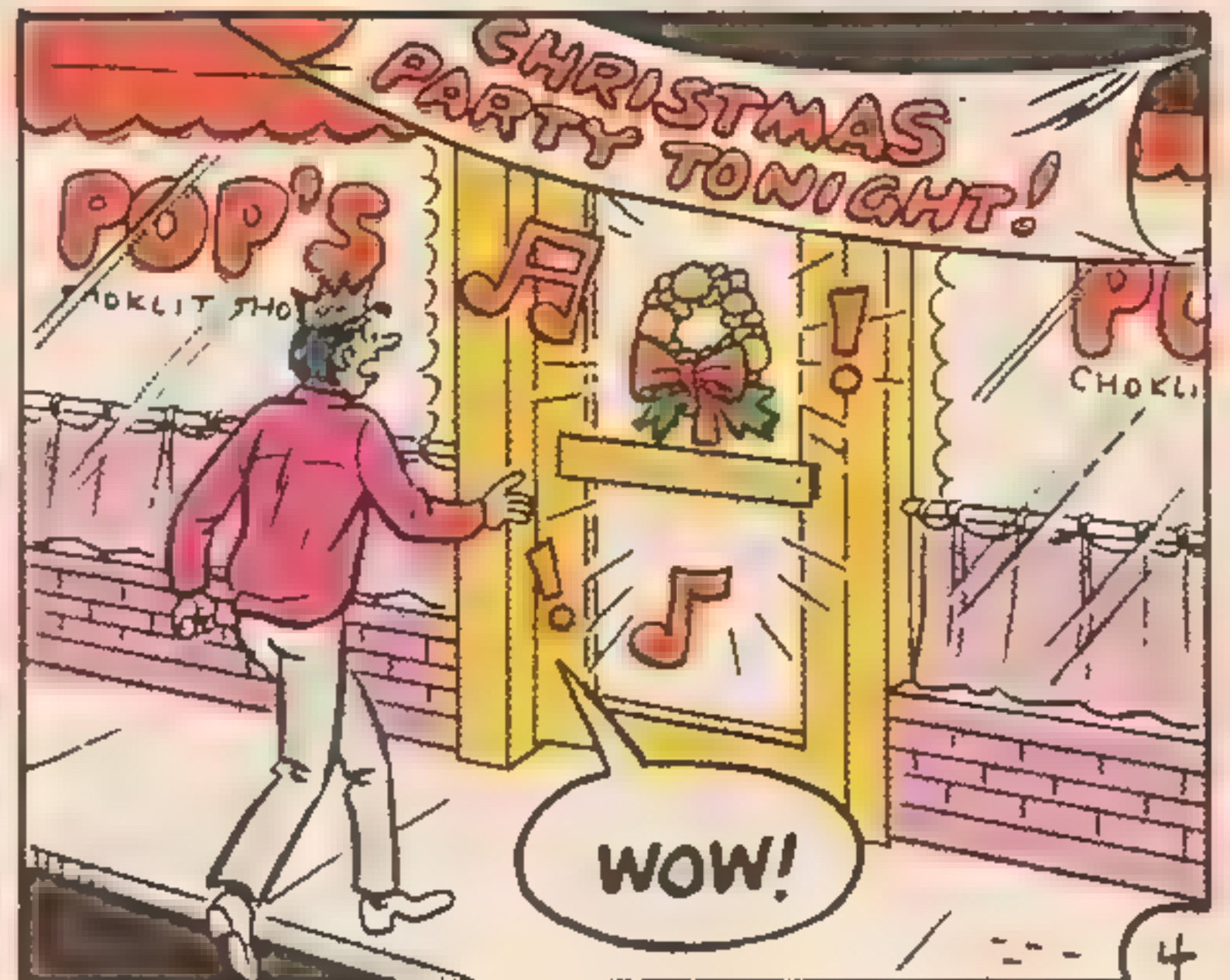
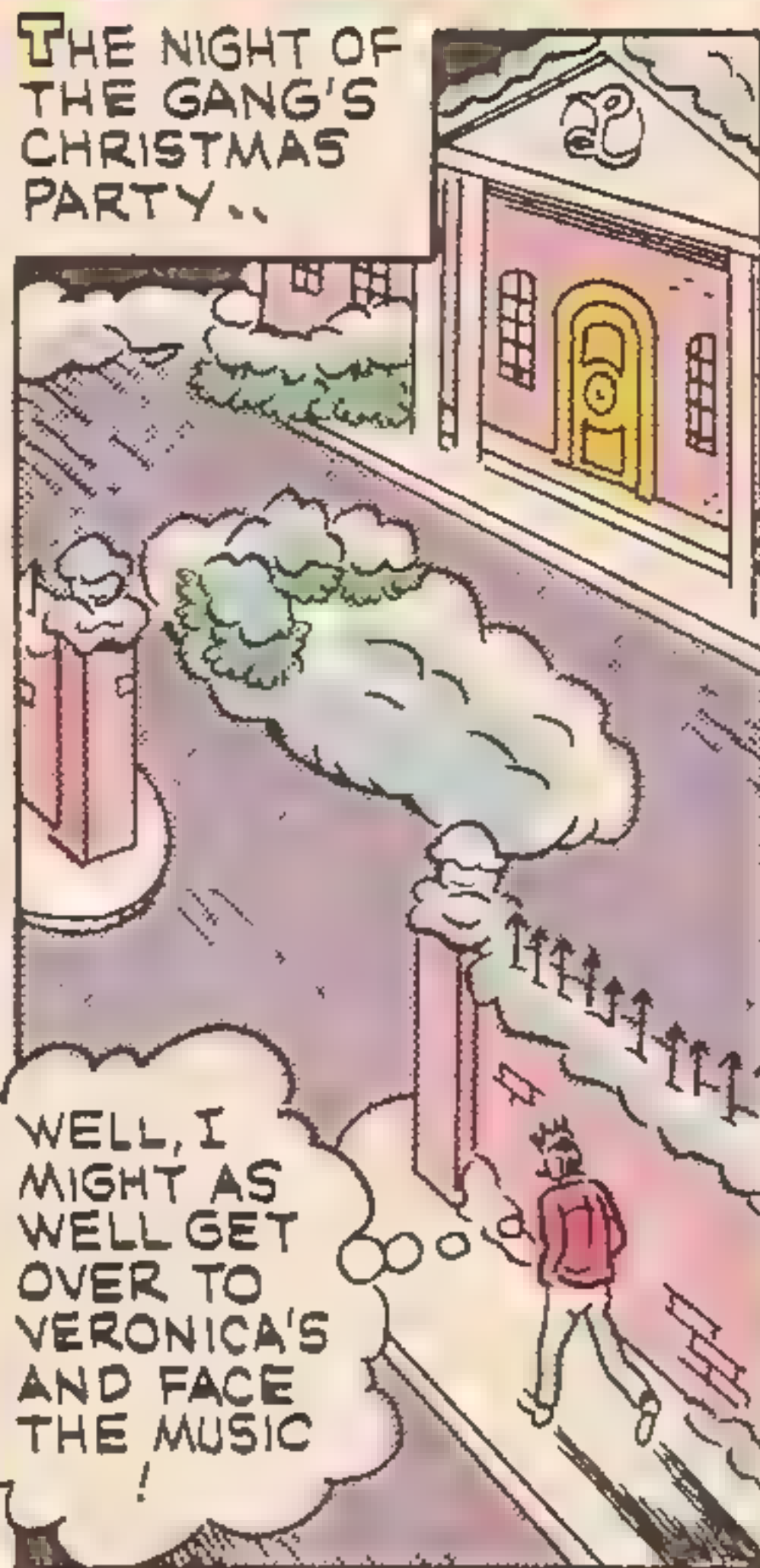
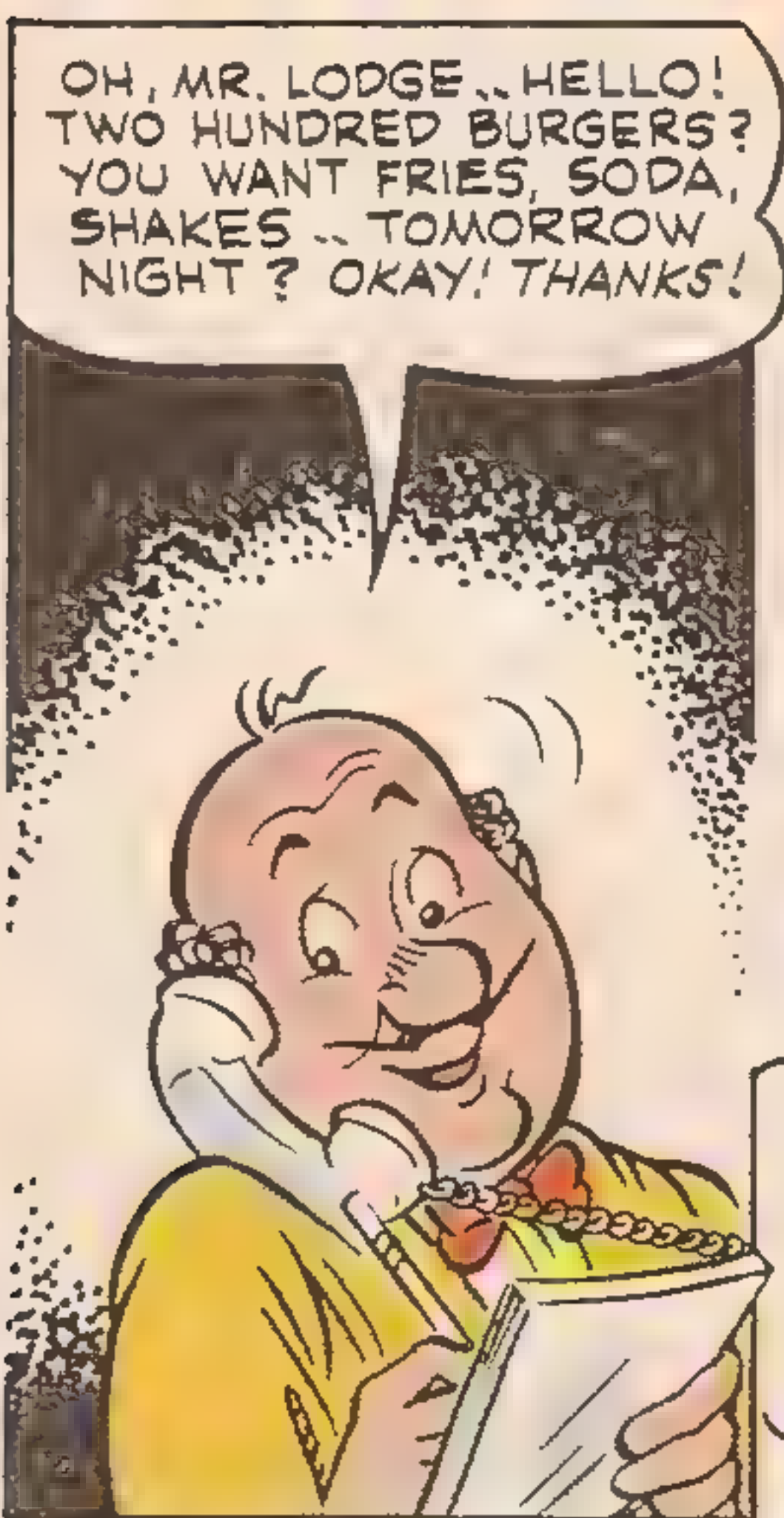
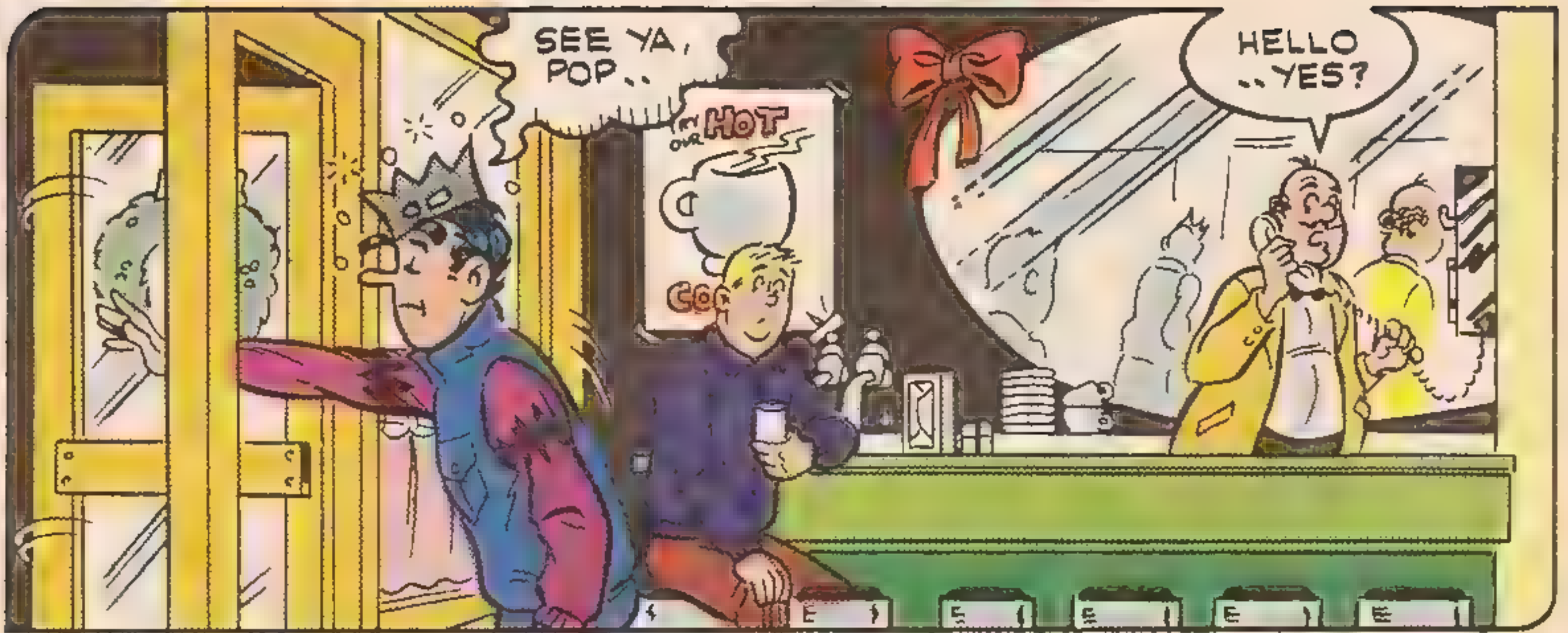
ABOUT
AN
HOUR
AGO!

OH, NO! I DONATED A
CHRISTMAS PARTY TO
THE KIDS AT THE
ORPHANAGE!

..AND THE
CATERER **JUST**
WENT ON **STRIKE!**







FANS! NOW YOU CAN JOIN THE BRAND NEW

Archie FAN CLUB

...AND BE ELIGIBLE TO WIN CASH PRIZES!!

CLUB MEMBERS RECEIVE A 25 SHEET NOTE PAD, MEMBERSHIP CARD, 4-COLOR BUTTON AND A TERRIFIC PEN THAT WRITES IN 3 COLORS! YOU'LL ALSO RECEIVE SPECIAL DISCOUNT COUPONS FOR OTHER GREAT ARCHIE PRODUCTS!

ALL FOR ONLY \$3.00!

MAIL TO:

ARCHIE FAN CLUB

c/o ARCHIE COMIC PUBLICATIONS
325 FAYETTE AVENUE
MAMARONECK, NEW YORK 10543

Total amount enclosed

\$ _____

Send me

kit(s).

☐ PLEASE ENROLL ME IN THE ARCHIE FAN CLUB!
ENCLOSED IS \$3.00 FOR EACH MEMBERSHIP KIT ORDERED.
(FOREIGN ORDERS ADD \$2.00 EACH FOR POSTAGE AND HANDLING.)

☐ I am already an ARCHIE CLUB MEMBER! Enclosed is \$2.00 for the PEN and NOTE PAD only!

(OFFER EXPIRES MARCH 31, 1988)

NAME _____ AGE _____ ☐ BOY ☐ GIRL
(PLEASE PRINT) FIRST LAST

ADDRESS _____

CITY & STATE _____ ZIP _____

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If you are already an ARCHIE CLUB MEMBER, send in \$2.00 and receive the 3-COLOR PEN and NOTE PAD!

©1987 ARCHIE COMIC PUB., INC.



BACK VIEW

SIDE VIEW

FRONT VIEW





Archie's CLUB NEWS



JUGHEAD NO. 4 FEBRUARY

OF THE READERS ---
BY THE READERS ---
AND FOR THE READERS !!!

FIRST PRIZE--\$6.00
REPORTER
TRACY WONG
SAN FRANCISCO, CA



Dear Archie:

I would like to report on the Golden Gate Bridge's 50th Anniversary Celebration.

I was there, and I think all the other Archie Club Readers will find it interesting.

Over one million people were there. My family and I walked very proudly across the bridge. People were opening champagne bottles and having a great time. It was very crowded and noisy.

We saw a lady walk across the bridge on a big mirrored ball. She was able to walk that way all across the bridge. There was even a little bend at the rear side of the bridge for a few hours. This happened because there were so many people on it at one time.

The best part was that night when they shot fireworks off the bridge. Fireworks shot off from the sides of the bridge.

I'm glad so many people were there. There were lots of things going on, and I'll remember this day for a long time.



SECOND PRIZE--\$4.00
REPORTER
SHAWN R. BARRETT
CODERRE, CANADA

Dear Archie:

I love to read about Dinosaurs and my favorite one that I would like to write about is the Triceratop.

The Triceratop was a plant eater. It needed huge amounts of plants each day to feed itself when it roamed around North America.

The huge animal walked on all four legs. Two horns hung on each side of its head and it even had a horn on its nose.

Some other Dinosaurs were bigger than the Triceratop, but they usually kept away from the huge beast. The ground must have shook when the Triceratop and another large monster were locked in combat.

Eventually the weather became quite cold and this was the start of the Ice Age. Ice and huge glaciers covered the land and all of the large animals perished.

ARCHIE FANS! Every month, **ARCHIE CLUB MEMBERS** have their letters printed in my comics wherever the **ARCHIE CLUB NEWS** appears. The winners receive **CASH PRIZES** and their names are printed in the comics. You can become a member, too! Look for the **ARCHIE FAN CLUB AD** in **THIS ISSUE**. After you join the club, you will be eligible to submit all the letters you want and **WIN CASH PRIZES!**

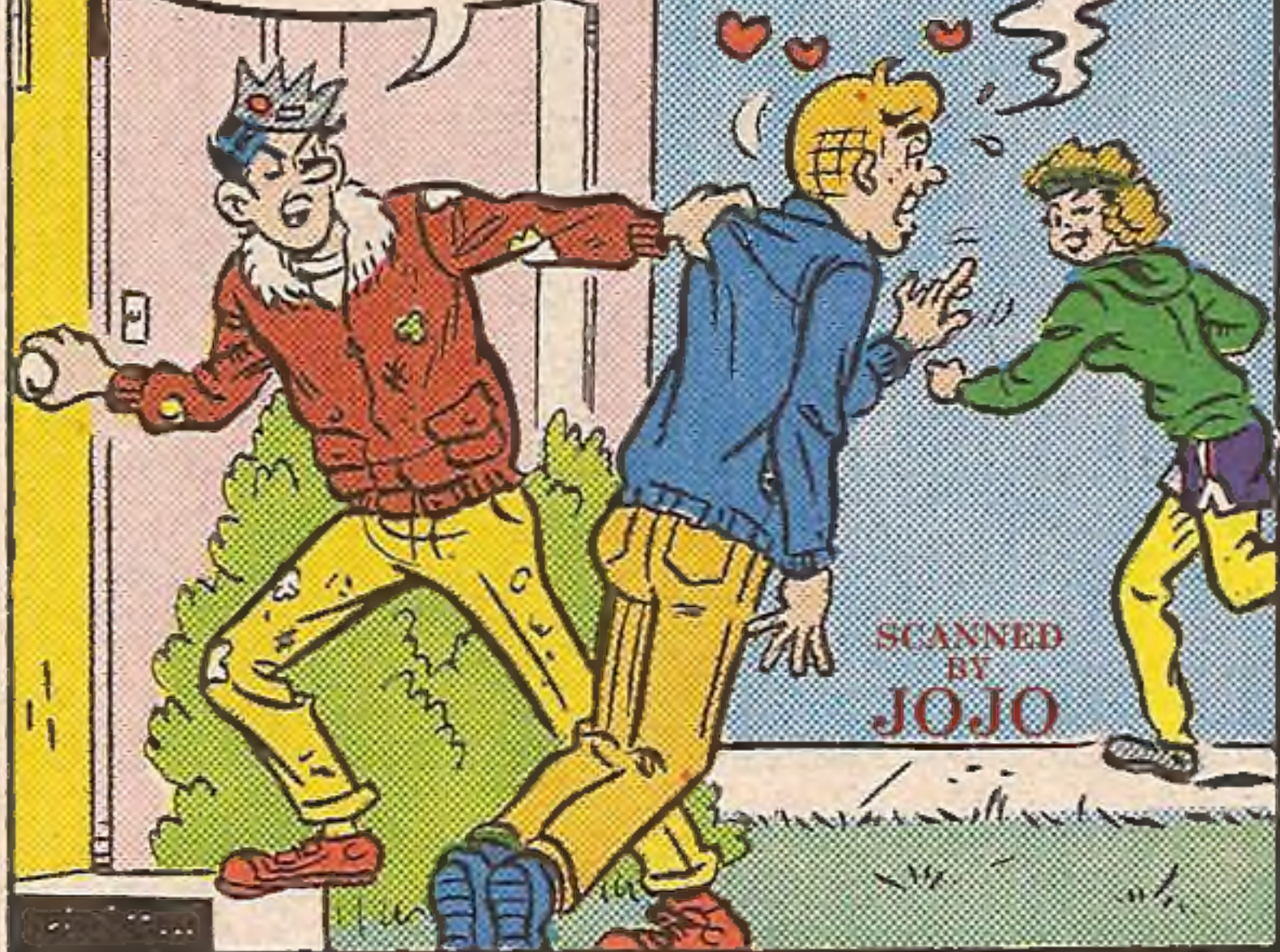


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"THE MILK CHOCOLATE MELTS IN
YOUR MOUTH-NOT IN YOUR HAND"®

C'MON, ARCH!
WE HAVE COMICS
TO SCAN!

YEAH, SURE!
I'D LIKE TO START
WITH HER!



SCANNED
BY
JOJO